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U. S. DEPARTMENT OF AGRICULTURE



Lodger

Bodger Seeds Ltd. proudly presents:



COSMOS RADIANCE



... for release in 1948. Winner of the highest award in the '48 All America trials, Radiance introduces two entirely new colors in Sensation Cosmos: Striking deep rose (27/1) and rich crimson (824/2), in the first bicolor Cosmos ever to be developed. Destined for immediate popularity in the nation's gardens, it is the first big postwar novelty.

THE BODGER RECORD

All America Selections

| | |
|---|----|
| GOLD MEDALS | 5 |
| SILVER MEDALS | 11 |
| BRONZE MEDALS | 10 |
| SPECIAL AWARD: WILT RESISTANT ASTERS | |

Now accepting orders for autumn delivery; Per Pound: \$15.00

For details of other Bodger originations for 1948, please turn the page.

COLOR NICKELTYPES OF THE ABOVE PICTURE (WITHOUT ADVERTISING) AVAILABLE AT \$24.00/SET.
ELECTRO OF TITLE BAND WITH SILVER MEDAL RIBBON DEVICE AVAILABLE AT \$2.50.

Additional outstanding Bodger introductions for



LARKSPUR GIANT IMPERIAL DEEP CARMINE KING IMPROVED

A larger, more beautiful Carmine King, which will hold its color under the most trying conditions. Newest and largest of the favorite Giant Imperial type, it will certainly become the standard carmine in this class.

ASTER QUEEN OF THE MARKET BALLET QUEEN

Good news for Aster growers! This Queen is very definitely wilt resistant, and a fascinating shade of deep salmon rose that attracts attention immediately. It bears 3 1/2" flowers generously, on plants useful for both bedding and cutting.

EXCELLENCE MEANS SATISFACTION AND SATISFACTION MEANS BUSINESS



In the All America Selections that margin of excellence has brought Bodger Seeds Ltd. more **Gold Medals** than any other flower seed grower in the world.

DIANTHUS HEDDENSIS FINEST MIXED

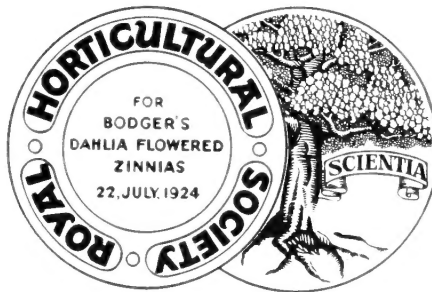
The 1946 Award Winner Westwood Beauty is now offered in the full range of Dianthus colors. Well formed 2" flowers on long, 16" stems, fine for cutting. An entirely new tetraploid variety combining the large open flowers of Heddewigi with the rugged growth and long-stemmed habit of Chinensis, and more tolerant of extreme temperatures than either of its parents.



GENERAL PRICE LIST

OF CALIFORNIA'S CHOICEST FLOWER SEEDS... SINCE 1890

INCLUDING LATEST ELECTROS AND COLOR NICKELTYPES



Bodger Seeds Ltd.

WHOLESALE FLOWER SEED GROWERS

El Monte, California, U.S.A.

CABLE ADDRESS: Registered
"Bodger El Monte" All Codes

CROP 1947



THE CHINA ASTER is one of the loveliest flowers to be found in any garden, and it has been developed and cherished for hundreds of years as the most colorful of the late summer annuals. Provided that one may be assured of healthy plants, few flowers can challenge its popularity. Twenty years ago however, Aster Wilt, one of the primary Aster diseases, became so widespread as to threaten the very existence of the Aster family itself, and nullify the patient work that produced the many beautiful varieties seen today. How this disease was mastered, and how the Aster was returned to its preeminent place in home and commercial growing makes a fascinating story:

To begin with: Wilt is caused by the fungus *Fusarium conglutinans* var. *Callistephi*, which lives in the soil. It may be spread by tools, water, Aster seed—anything that comes in contact with a diseased plant, and it persists almost indefinitely. It may be avoided if the grower plants land which has never grown Asters before, but this course is usually impractical. There is at present no known drug or chemical which will destroy the fungus. How, then, is Aster wilt conquered?

The process developed by Bodger Seeds Ltd. in the pioneer work which established the firm as the largest successful growers of Aster seed in the world is relatively simple: Much like vaccination among human beings, it consists of exposing test plants to a case of Aster wilt. The plants which develop anti-toxins, or resistance, survive, and supply seed for the next generation of test plants. The number of wilted plants is of little importance provided that strong wilt resistance is obtained, and so the test plants get an extremely heavy dose of fungus in the Pest House, a twenty-acre farm in charge of Bodger experts, devoted solely to wilt research work, and expressly infected with as much wilt as possible.

The tendency to wilt-resistance can be inherited, and the Aster plants grown from the seed produced the previous year are quite resistant—but the process does not stop there. These descendants of the first test plants are again grown in the Pest House, so that only those lines which have a strong tendency to wilt-resistance may survive to give seed for bulk plantings. By means of this technique—the survival of the fittest—Bodger's original strains of wilt-resistant Asters were developed.

It must be borne in mind that in all cases it is *resistance*, not *immunity*, which is developed. The tendency toward resistance is an inherited characteristic which will "breed out" in several generations if the plants are not "vaccinated," or put through the Pest House cycle again within a reasonable time. Again, the *Fusarium* is quite unstable, mutating to produce fungus which will overcome the resistance



developed against the original strain. For this reason, all Bodger wilt-resistant varieties are continually being conditioned in the Pest House, and each year's stock seed comes directly from a two-generation exposure to wilt of a virulence not found in ordinary planting soil. Your Bodger Aster seed is just one generation away from the Pest House, and it is highly resistant. Even a few generations of increase in non- or lightly-infected soil will produce seed of decidedly less resistance.

Resistance is an hereditary characteristic, and so are plant and flower types. As may be seen above, Bodger wilt-resistant Asters were developed from non-resistant, *Commercial* varieties, quite true to type—not as a result of cross breeding between commercial types and inferior, if resistant, strains. Bodger wilt-resistant Asters are identical with the regular commercial varieties except that they contain the additional factor of wilt-resistance. Because we take pride in maintaining this accuracy of type, some varieties of Asters are not at present offered as "wilt-resistant." At the present stage of development, these strains cannot be made resistant without sacrificing essential qualities of type, and it is not recommended that they be used where considerable wilt has been observed. Developing wilt-resistant Asters is relatively easy, whereas combining resistance with the characteristics of well-established types is not. There will always be a variation in the tendency to resistance according to similarity to the most resistant type, so that resistance is always expressed as a percentage, a high value of which is required before a type can be classified as "wilt-resistant."

The war against wilt is a continual one, complicated by the varying character of the wilt strain and bad weather breaks which sometimes wipe out a long chain of selection work. Among commercial growers, Bodger Seeds Ltd. is the pioneer in wilt research, and the only firm actively carrying on a continual wilt workshop. Trained personnel with many years' experience are your assurance that your Bodger wilt-resistant Aster seed is of high quality, true to type, and as wilt-resistant as we can make it. An extensive development program is devoted to new and exceptional varieties, all of which will be thoroughly tested for wilt-resistance before release. Because of Bodger's program of research work, wilt no longer poses a problem to the careful grower who makes sure he has resistant stock. Aster culture is again a practical thing even in land heavily infested with wilt, and the Aster once more can claim the title of Queen of Garden Flowers.



ELECTRO #455G ASTER EARLY GIANT W. R.
PEACH BLOSSOM

Asters

LARGE FLOWERED, HEAVY STEMMED, SPECIAL FLORIST VARIETIES

EARLY GIANT WILT RESISTANT f (Bodger)

The finest large flowered, heavy stemmed wilt-resistant Aster yet developed. Flowers are of the large Giants of California type, while the plants are less tall, about 1 1/2' in height, with strong heavy stems. This class is early blooming, coming into flower four to six weeks earlier than the Giants of California, that is during early to mid August. An exceptional new class.

| | | Per oz. | Per lb. |
|----|--|---------|---------|
| 34 | LIGHT BLUE (Bodger) (S.M., A.A.S.'39)..... | 1.70 | 20.00 |
| 38 | PEACH BLOSSOM (Bodger), opens white, flushes lavender pink | 1.70 | 20.00 |
| 30 | ROSE MARIE (Bodger) (H.M., A.A.S.'40), rich rose..... | 1.70 | 20.00 |



ELECTRO #456F ASTER GIANT MAMMOTH PAEONY
FLOWERED PURPLE ROBE



ELECTRO #457F ASTER IMPROVED GIANTS OF CALIFORNIA
LOVELINESS

SUPER GIANT f

This is the largest and most fully double Aster class known. The flowers are from 5" to 6" across, with full petaled, graceful, interlacing petals. Plants are about 2 1/2' tall, with six to eight long, non-lateral stems per plant.

| | | Per oz. | Per lb. |
|----|---|---------|---------|
| 20 | EL MONTE (Bodger) (B.M., A.A.S.'36), crimson..... | 1.30 | 15.00 |
| 26 | LOS ANGELES (Bodger) (S.M., A.A.S.'34), shell pink..... | 1.30 | 15.00 |

IMPROVED GIANTS OF CALIFORNIA CURLED AND INTERLACED f

The flowers are large and full, of the well-known Crego type, with broad graceful petals, borne on long heavy non-lateral stems. The plants reach a height of 3', blooming from late summer until frost. A fine cut flower type for florists.

| | | | |
|----|--|------|-------|
| 60 | APPLE BLOSSOM, shell pink..... | 1.30 | 15.00 |
| 68 | AZURE BLUE, soft azure blue..... | 1.30 | 15.00 |
| 80 | CRIMSON (Bodger) | 1.30 | 15.00 |
| 44 | DARK PURPLE, wilt resistant (Bodger)..... | 1.30 | 15.00 |
| 64 | DARK PURPLE | 1.30 | 15.00 |
| 66 | DEEP ROSE | 1.30 | 15.00 |
| 70 | LIGHT PURPLE or DARK BLUE..... | 1.30 | 15.00 |
| 82 | LOVELINESS (Bodger) rich pure pink, touched with salmon..... | 1.30 | 15.00 |
| 72 | PEACH BLOSSOM, opens white, flushes lavender pink..... | 1.30 | 15.00 |
| 76 | WHITE, pure white..... | 1.30 | 15.00 |
| 78 | FINEST MIXED | 1.05 | 12.00 |

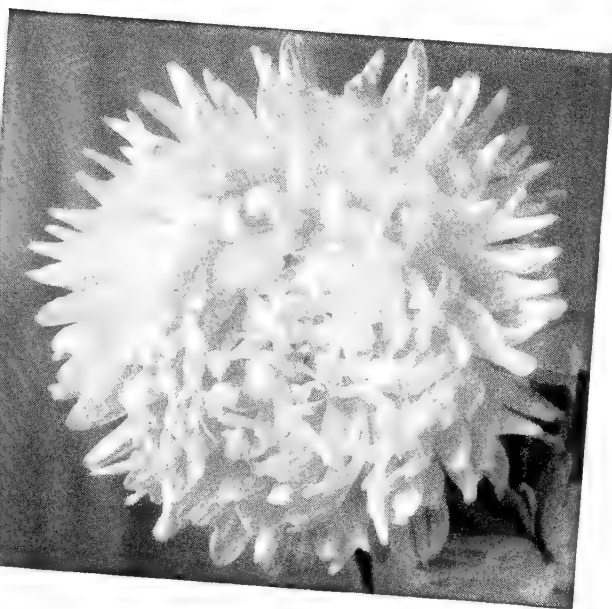
GIANT MAMMOTH PEONY FLOWERED f

| | | Per oz. | Per lb. |
|-----|--|---------|---------|
| 90 | SILVERY ROSE, wilt resistant (Bodger) 2 1/2'-3'..... | 1.30 | 15.00 |
| 106 | PURPLE ROBE (Bodger) 2 1/2'-3'..... | 1.30 | 15.00 |

EARLY BEAUTY WILT RESISTANT f (Bodger)

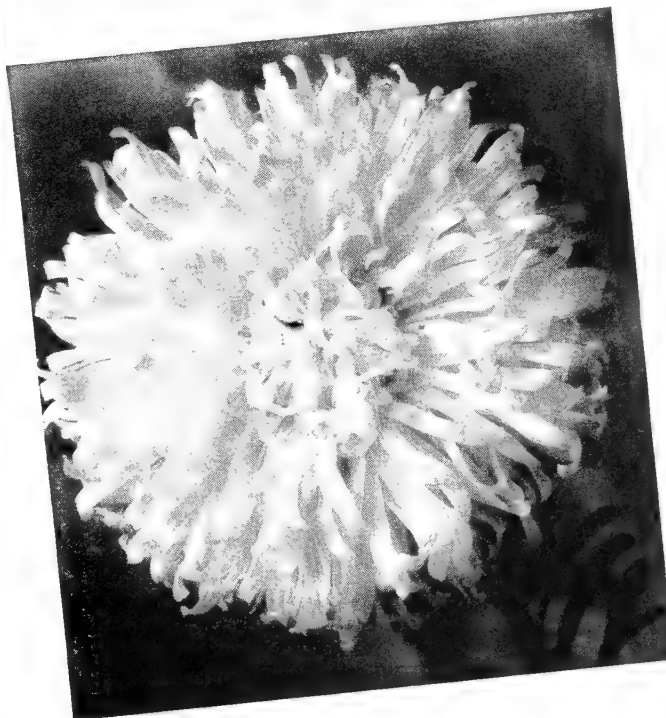
Planted at the same time, the Early Beauties flower with the Crego and American Branching types, or from early September until frost. The plants are from 2 1/2'-3' tall, with long, stout stems bearing large well-formed flowers. The colors are good, and the keeping qualities excellent.

| | | | |
|-----|--|-----|-------|
| 120 | AZURE FAIRY, azure blue..... | .90 | 10.00 |
| 124 | CRIMSON..... | .90 | 10.00 |
| 126 | DEEP ROSE..... | .90 | 10.00 |
| 132 | PURPLE or DARK BLUE..... | .90 | 10.00 |
| 136 | SEPTEMBER BEAUTY, delicate shell pink..... | .90 | 10.00 |
| 138 | WHITE..... | .90 | 10.00 |
| 140 | FINEST MIXED..... | .70 | 8.00 |



ELECTRO #1031F ASTER EARLY BEAUTY W.R. SEPTEMBER BEAUTY

ELECTRO #1032G ASTER SUPER GIANT LOS ANGELES



ELECTRO #1078G ASTER PRINCESS W. R. FINEST MIXED
(COLOR PICTURE ON BACK PAGE)

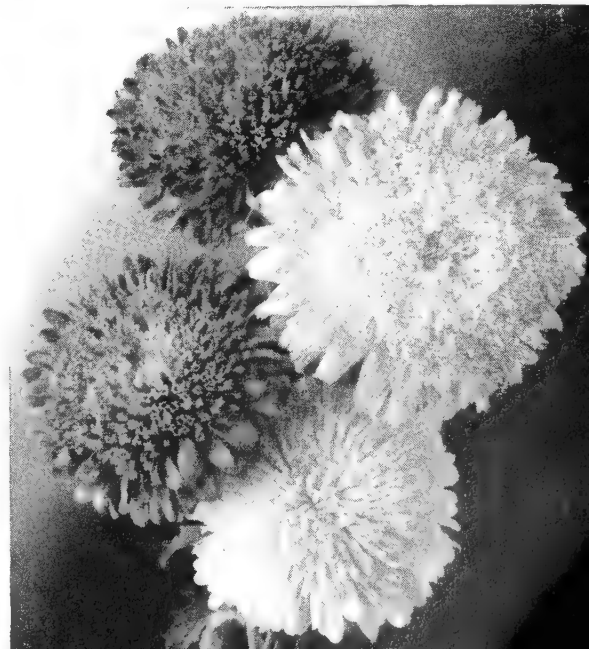
IMPROVED GIANT CALIFORNIA SUNSHINE f (Bodger)

| | | Per oz. | Per lb. |
|-----|-------------------|---------|---------|
| 948 | FINEST MIXED..... | 1.05 | 12.00 |

PRINCESS WILT RESISTANT f (Bodger)

A very attractive new cutting type of wilt-resistant Aster, which has become tremendously popular among florists in the last three years. 2'-2 1/2' tall, branching habit, early and free flowering, bearing quantities of 3"-3 1/2" flowers on strong stems. Flowers have full deep crested center, surrounded by several rows of dainty plume-like guard petals.

| | | Per oz. | Per lb. |
|------|---|---------|---------|
| 816 | BARBARA (Bodger), orchid..... | 1.30 | 15.00 |
| 820 | ANNE (Bodger), peach blossom..... | 1.30 | 15.00 |
| 824 | BONNIE (Bodger), soft salmon rose..... | 1.30 | 15.00 |
| 1112 | GOLDEN SHEAF, yellow self..... | 1.30 | 15.00 |
| 822 | MARSHA (Bodger), rich cinnabar scarlet, upright type..... | 1.30 | 15.00 |
| 838 | FINEST MIXED, including many new colors..... | 1.30 | 15.00 |





COMET TYPE FLOWERS

GIANT COMET or LATE EXPRESS WILT RESISTANT (Bodger)

Plants upright, 2', non-branching, feathery, double flowers, blooms middle of August.

| | Per oz. | Per lb. |
|------------------------|---------|---------|
| 274 FINEST MIXED | .55 | 6.00 |

ELECTRO #1048F ASTER IMPROVED CREGO W. R.
FINEST MIXED

IMPROVED CREGO or TALL OSTRICH FEATHER, WILT RESISTANT (Bodger)

Plants robust, branching, about 2½' tall, flowers large, double and well formed, one of the finest varieties for all purposes, blooms in mid-September.

| | Per oz. | Per lb. |
|--|---------|---------|
| 300 AZURE BLUE | .55 | 6.00 |
| 302 BLUE FLAME (Bodger), bright navy blue | .55 | 6.00 |
| 304 CATTLEYA (Bodger), fascinating shade of orchid, large flowered | .55 | 6.00 |
| 306 CRIMSON | .55 | 6.00 |
| 310 DEEP ROSE, bright rose, dark stems (Com., R.H.S.'38) | .55 | 6.00 |
| 324 ENCHANTRESS (Bodger), lively salmon rose (H.M., A.A.S., '38) | .55 | 6.00 |
| 312 LIGHT BLUE | .55 | 6.00 |
| 314 PEACH BLOSSOM, opens white, flushes lavender pink (Com., R.H.S.'38) | .55 | 6.00 |
| 316 PINK, SHELL PINK (A.M., R.H.S.'38) | .55 | 6.00 |
| 318 PURPLE or DARK BLUE | .55 | 6.00 |
| 320 WHITE | .55 | 6.00 |
| 328 FINEST MIXED | .50 | 5.50 |



ELECTRO #1080F ASTER IMPROVED QUEEN OF THE
MARKET W. R. FINEST MIXED

BRANCHING TYPE FLOWERS

IMPROVED QUEEN OF THE MARKET WILT RESISTANT (Bodger)

These well-known, early flowering Asters are of branching habit, about 20" tall, blooming in late July. They are most useful for early market purposes, with long stems for cut flowers.

| | Per oz. | Per lb. |
|-------------------------------|---------|---------|
| 506 AZURE BLUE (Bodger) | .55 | 6.00 |

| | | | |
|-----|---|-----|------|
| 526 | BALLET QUEEN (Bodger) (new). Fascinating shade of deep salmon rose; 3½" flowers generously borne on plants 15" to 20" high. Extremely wilt-resistant, unsurpassed for border work and cutting | .70 | 8.00 |
| 502 | CRIMSON | .55 | 6.00 |
| 504 | DARK BLUE or PURPLE | .55 | 6.00 |
| 508 | FLESH PINK or BLUSH PINK | .55 | 6.00 |
| 510 | LIGHT BLUE, medium blue | .55 | 6.00 |
| 516 | ROSE (Bodger), soft rose | .55 | 6.00 |
| 518 | SCARLET | .55 | 6.00 |
| 520 | WHITE | .55 | 6.00 |
| 528 | FINEST MIXED | .50 | 5.50 |

EARLY ROYAL (CARLSON'S EARLY, INVINCIBLE) WILT RESISTANT (Bodger)

Plants branching, 2'-2½', blooming in mid-August directly following the Queen of the Markets.

| | Per oz. | Per lb. |
|--|---------|---------|
| 560 AZURE BLUE or DARK LAVENDER..... | .55 | 6.00 |
| 576 COPPERY ROSE (Bodger)..... | .55 | 6.00 |
| 562 DEEP ROSE, taller..... | .55 | 6.00 |
| 564 PEACH BLOSSOM, opens white, flushes lavender pink..... | .55 | 6.00 |
| 566 PURPLE, deep purple..... | .55 | 6.00 |
| 592 SCARLET (Bodger)..... | .55 | 6.00 |
| 568 SHELL PINK..... | .55 | 6.00 |
| 570 WHITE..... | .55 | 6.00 |
| 578 FINEST MIXED..... | .50 | 5.50 |

AMERICAN BRANCHING (VICK'S BRANCHING) f WILT RESISTANT (Bodger)

Plants 2'-2½' tall, branching, robust, flowers large, double and fine form, blooming in late August. Our selected stocks of these are the best money can buy.

| | Per oz. | Per lb. |
|--|---------|---------|
| 640 AZURE BLUE or DARK LAVENDER..... | .55 | 6.00 |
| 646 CRIMSON..... | .55 | 6.00 |
| 652 PEACH BLOSSOM, opens white, flushes lavender pink..... | .55 | 6.00 |
| 656 PEERLESS PINK, shell pink..... | .55 | 6.00 |
| 660 PURPLE or DARK BLUE..... | .55 | 6.00 |
| 650 ROSE, attractive light rose..... | .55 | 6.00 |
| 662 SENSATION (Dreer's) or SCARLET..... | .55 | 6.00 |
| 664 SHELL PINK (Mary Semple)..... | .55 | 6.00 |
| 666 WHITE, extra select, long stems..... | .55 | 6.00 |
| 674 FINEST MIXED..... | .50 | 5.50 |

HEART OF FRANCE, WILT RESISTANT (Bodger)

| | | |
|---|------|-------|
| 710 RICH DARK RED MEDIUM SIZED FLOWERS, 1½'-2' branching plants, blooming in late August..... | 1.05 | 12.00 |
|---|------|-------|

BALL DEEP ROSE f WILT RESISTANT

| | | |
|---|-----|------|
| 720 BRIGHT DEEP ROSE, early, 2½'-3', branching, blooms in mid-August..... | .70 | 8.00 |
|---|-----|------|



ELECTRO #1049F ASTER EARLY ROYAL
W. R. WHITE

BALL PURPLE, f WILT RESISTANT

| | Per oz. | Per lb. |
|---|---------|---------|
| 722 DEEP BRIGHT PURPLE, 2½'-3', branching, blooms in late August..... | .70 | 8.00 |

BALL WHITE LATE, f WILT RESISTANT

| | | |
|--|-----|------|
| 730 WHITE, late branching, 2½'-3', long stems, blooms in early to mid-September..... | .80 | 9.00 |
|--|-----|------|

BALL WHITE EARLY, f WILT RESISTANT

| | | |
|---|-----|-------|
| 732 WHITE, crested center, branching 2'-2½', blooms late August to early September..... | .90 | 10.00 |
|---|-----|-------|

MISCELLANEOUS MIXTURES

| | | |
|---|-----|------|
| 1232 GOOD MIXTURE, Double Branching Varieties..... | .35 | 4.00 |
| 1234 ALL DOUBLE VARIETIES MIXED, wilt resistant..... | .35 | 4.00 |
| 1236 DOUBLE AND SINGLE VARIETIES MIXED..... | .35 | 3.50 |
| 1054 UPRIGHT SINGLE RAINBOW MIXTURE, wilt resistant.. | .35 | 3.50 |
| 1056 BRANCHING SINGLE RAINBOW MIXTURE (Single Chinensis), wilt resistant..... | .35 | 3.50 |

ELECTRO #1050F ASTER AMERICAN BRANCHING
W. R. FINEST MIXED



TALL, LARGE FLOWERED TYPES

BODGER'S GOLD MEDAL DAHLIA FLOWERED f (Bodger)

(G.M., R.H.S.'24)

Introduced by us in 1919; all the colors of our introduction since then. Plants are medium height, 2½'-3', bearing on many strong stems huge fully double flowers resembling the show type of Dahlia. Most popular varieties marked with asterisk (*).

| | Per oz. | Per lb. |
|---|---------|---------|
| 1260 *CANARY BIRD, rich canary yellow..... | .45 | 5.00 |
| 1262 *CRIMSON MONARCH, deep crimson, very large..... | .45 | 5.00 |
| 1264 *DREAM, deep rosy lavender..... | .45 | 5.00 |
| 1266 *ELDORADO, salmon apricot..... | .45 | 5.00 |
| 1268 *EXQUISITE, light rose, deep rose center..... | .45 | 5.00 |
| 1272 *GOLDEN DAWN, golden yellow..... | .45 | 5.00 |
| 1274 GOLDEN STATE, golden-orange..... | .45 | 5.00 |
| 1276 *ILLUMINATION, deep rose self..... | .45 | 5.00 |
| 1280 LUMINOSA, bright pink..... | .45 | 5.00 |
| 1282 METEOR, rich, deep red, darkest of all the reds..... | .45 | 5.00 |
| 1288 *ORIOLE, orange and gold..... | .45 | 5.00 |
| 1290 *POLAR BEAR, white..... | .45 | 5.00 |
| 1292 PURPLE PRINCE, deep purple..... | .45 | 5.00 |
| 1298 ROYAL PURPLE (H.M., A.A.S.'42), rich purple..... | .45 | 5.00 |
| 1294 SCARLET FLAME, bright scarlet..... | .45 | 5.00 |
| 1296 *WILL ROGERS (Bodger), lovely deep scarlet..... | .45 | 5.00 |
| 1306 GOLD MEDAL FINEST MIXED, grown as separate colors..... | .40 | 4.50 |

BODGER'S CALIFORNIA GIANT or MAMMOTH f (Bodger)

Introduced by us in 1926. Plants are taller than Dahlia Flwd., 3'-4', making fine cut flowers. Flowers large and flat, very graceful.

| | | |
|---|-----|------|
| 1350 BRIGHTNESS, bright pink..... | .45 | 5.00 |
| 1352 CERISE QUEEN, beautiful cherry rose..... | .45 | 5.00 |
| 1382 CHERRY QUEEN, brilliant cherry rose..... | .45 | 5.00 |
| 1380 CRIMSON QUEEN, rich crimson..... | .45 | 5.00 |
| 1354 DAFFODIL, rich canary yellow..... | .45 | 5.00 |
| 1356 ENCHANTRESS, light rose, deep rose center..... | .45 | 5.00 |
| 1358 GOLDEN QUEEN, golden yellow..... | .45 | 5.00 |
| 1360 GRENADIER, bright, dark red..... | .45 | 5.00 |
| 1362 LAVENDER QUEEN, deep rosy lavender..... | .45 | 5.00 |
| 1364 MISS WILLMOTT, soft pink..... | .45 | 5.00 |
| 1366 ORANGE KING, cadmium or orange scarlet..... | .45 | 5.00 |
| 1368 ORANGE QUEEN, golden orange..... | .45 | 5.00 |
| 1370 PURITY, largest and best white in Zinnias..... | .45 | 5.00 |
| 1372 ROSE QUEEN, striking deep rose..... | .45 | 5.00 |
| 1374 SALMON QUEEN, deep salmon apricot..... | .45 | 5.00 |
| 1376 SCARLET QUEEN, glowing deep scarlet..... | .45 | 5.00 |
| 1378 VIOLET QUEEN, deep purple..... | .45 | 5.00 |
| 1386 FINEST MIXED, from named varieties..... | .40 | 4.50 |

SUPER CROWN O'GOLD f (Bodger)

Vastly improved strain, large flowers in pastel shades, each petal overlaid at the base with deep golden yellow.

| | | |
|--|-----|------|
| 1330 PASTEL TINTS (Bodger), rich pastel mixture..... | .45 | 5.00 |
|--|-----|------|

SUPER GIANTS f

| | | |
|------------------------|-----|------|
| 1334 FINEST MIXED..... | .45 | 5.00 |
|------------------------|-----|------|

SUPER FANTASY f

| | | |
|------------------------|-----|------|
| 1332 DAVID BURPEE..... | .45 | 5.00 |
|------------------------|-----|------|

Bodger has been the acknowledged leader in Zinnias since 1919, when this firm originated and introduced the Dahlia-Flowered strain, a type that revolutionized the status of the Zinnia family. This type won recognition from the Royal Horticultural Society in the form of a Gold Medal in 1924, and thenceforth became a recognized and standard variety throughout the world. The Bodger firm has specialized in Zinnias for many years, and is responsible for the introduction of many other



ELECTRO #473G ZINNIA FANTASY WILDFIRE

SEMI-TALL, MEDIUM FLOWERED TYPES

FANTASY f (Bodger),

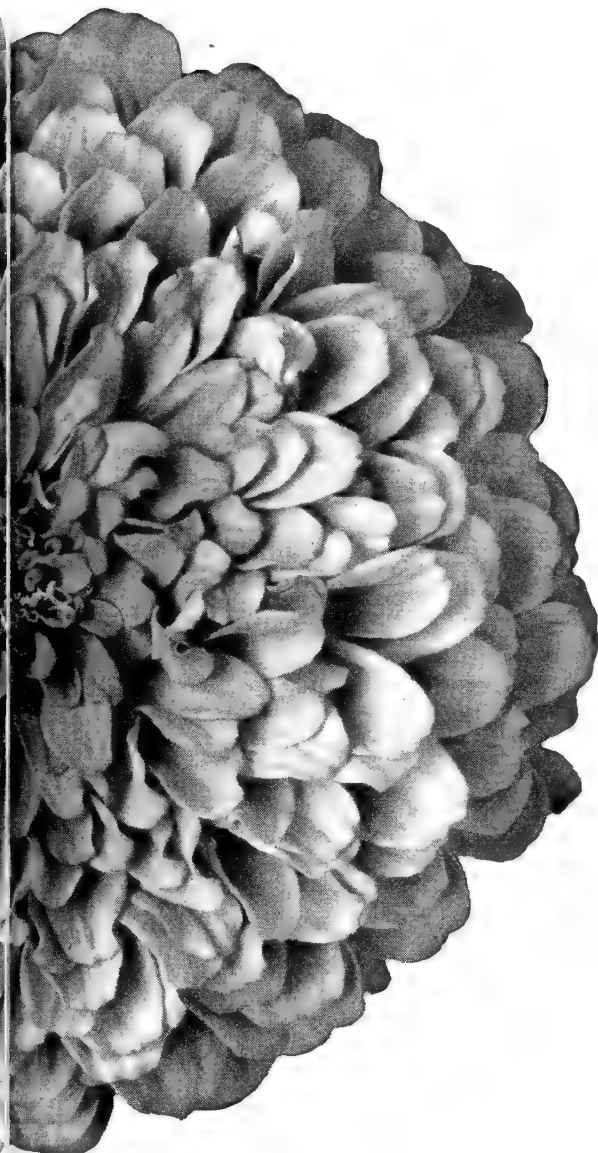
Medium size, 2½"-3" flowers, informal in appearance, shaggy ray-like petals massed to make a rounded, double flower. 2½'-3'.

| | Per oz. | Per lb. |
|---|---------|---------|
| 1320 GOLD DUST (Bodger), golden orange..... | .45 | 5.00 |
| 1322 MELODY (Bodger), orchid lavender..... | .45 | 5.00 |
| 1336 ORANGE LADY (Bodger), bright deep orange..... | .45 | 5.00 |
| 1324 PINK FRILLS (Bodger), soft flesh pink..... | .45 | 5.00 |
| 1342 ROSALIE (Bodger), intense rose..... | .45 | 5.00 |
| 1344 STAR DUST (Bodger) (S.M., A.A.S.'37), golden yellow..... | .45 | 5.00 |



innias

popular Zinnia types. Zinnias are remarkably easy to grow, being ideal for the warm weather months in most localities. The wide range of types afford an opportunity for many uses, and flowers can be had from seed in less than sixty days. Today, Bodger's Zinnia fields cover hundreds of acres of the best Zinnia land in the world, and an ever-increasing demand for Zinnia seed requires an ever-increasing acreage.



SEMI-TALL, MEDIUM FLOWERED TYPE—Continued

| | Per oz. | Per lb. |
|--|---------|---------|
| 1346 WHITE LIGHT (Bodger) (H.M., A.A.S.'39), white..... | .45 | 5.00 |
| 1340 WILDFIRE (Bodger), dazzling scarlet..... | .45 | 5.00 |
| 1348 FINEST MIXED (S.M., A.A.S.'35), bright mixture..... | .40 | 4.50 |

HARMONY TYPE (Scabious Flowered) f

Plants 2½'-3', bearing numerous medium sized flowers, remarkably resembling the annual Scabiosa and Harmony Marigold.

| | | |
|---------------------------------------|-----|------|
| 1484 FINEST MIXED, bright shades..... | .40 | 4.50 |
|---------------------------------------|-----|------|

GAILLARDIA FLOWERED (Navajo) f

Flowers resemble a Picta Double Gaillardia, in both form and colorings.

| | | |
|--|-----|------|
| 1598 FINEST MIXED (H.M., A.A.S.'38), fine for cutting..... | .45 | 5.00 |
|--|-----|------|

DWARF, MEDIUM FLOWERED TYPE

This garden favorite is becoming an important early cut flower. Flowers intermediate between Giants and Lilliputs. Plants 2'-2½'.

ELEGANS PUMILA DWARF DOUBLE (Cut and Come Again) f

| | | |
|---|-----|------|
| 1440 CANARY YELLOW | .35 | 4.00 |
| 1444 CRIMSON | .35 | 4.00 |
| 1448 GOLDEN ORANGE | .35 | 4.00 |
| 1450 PINKIE, rose pink..... | .35 | 4.00 |
| 1452 SALMON ROSE | .35 | 4.00 |
| 1454 SCARLET, bright scarlet..... | .35 | 4.00 |
| 1456 SNOWBALL, white | .35 | 4.00 |
| 1460 SPUN GOLD (Bodger), butter yellow..... | .35 | 4.00 |
| 1464 SUNSHINE TINTS (Bodger), rich pastels..... | .35 | 4.00 |
| 1466 FINEST MIXED | .35 | 3.50 |

DWARF, SMALL FLOWERED TYPES

BODGER'S IMPROVED LILLIPUT, POMPON or BABY ZINNIAS, SPECIAL FLORISTS' STRAINS f

The Lilliputs are among the most popular Zinnias for cut flower use. Flowers are small, compact and symmetrical, on strong stemmed plants, 1½'-2'.

| | | |
|---|-----|------|
| 1412 BLACK RUBY (B.M., A.A.S.'41), blackish red..... | .40 | 4.50 |
| 1390 CANARY GEM, canary yellow..... | .40 | 4.50 |
| 1392 CRIMSON GEM (Bodger) | .40 | 4.50 |
| 1414 DAINTY GEM (Bodger), dainty bicolor rose..... | .40 | 4.50 |
| 1396 GOLDEN GEM, golden orange..... | .40 | 4.50 |
| 1398 LILAC GEM | .40 | 4.50 |
| 1394 PINK GEM (Bodger), deep pink..... | .40 | 4.50 |
| 1400 PURPLE GEM (Bodger)..... | .40 | 4.50 |
| 1402 ROSEBUD (Bodger), rose pink..... | .40 | 4.50 |
| 1404 SALMON GEM (Bodger), salmon rose..... | .40 | 4.50 |
| 1406 SCARLET GEM | .40 | 4.50 |
| 1410 WHITE GEM | .40 | 4.50 |
| 1420 PASTEL MIXTURE (Bodger), delicate pastel shades..... | .40 | 4.50 |
| 1422 FINEST MIXED, from named varieties..... | .35 | 4.00 |

GRACILLIMA (RED HIDING HOOD)

| | | |
|--|-----|------|
| 1426 DEEP SCARLET, miniature red flowers, 1'-2', free flowering..... | .40 | 4.50 |
|--|-----|------|

TOM THUMB ra

Plants 6"-8", compact, covered with well-formed flowers of the Lilliput type. Broad color range, excellent for pot plants and borders.

| | | |
|---------------------------|-----|------|
| 1438 FINEST MIXTURE | .65 | 7.50 |
|---------------------------|-----|------|

ELECTRO #1079G ZINNIA ELEGANS PUMILA DWARF DOUBLE SUNSHINE TINTS

LINEARIS

| | Per oz. | Per lb. |
|--|---------|---------|
| 1592 ORANGE, single, flowers orange, yellow stripe, dark center..... | .90 | 10.00 |

HAAGEANA DOUBLE (Mexican Hybrids)

The small flowered Mexican Zinnias have a charm all their own. Flowers are varied and variegated in wide range of colors. Long stems for cutting.

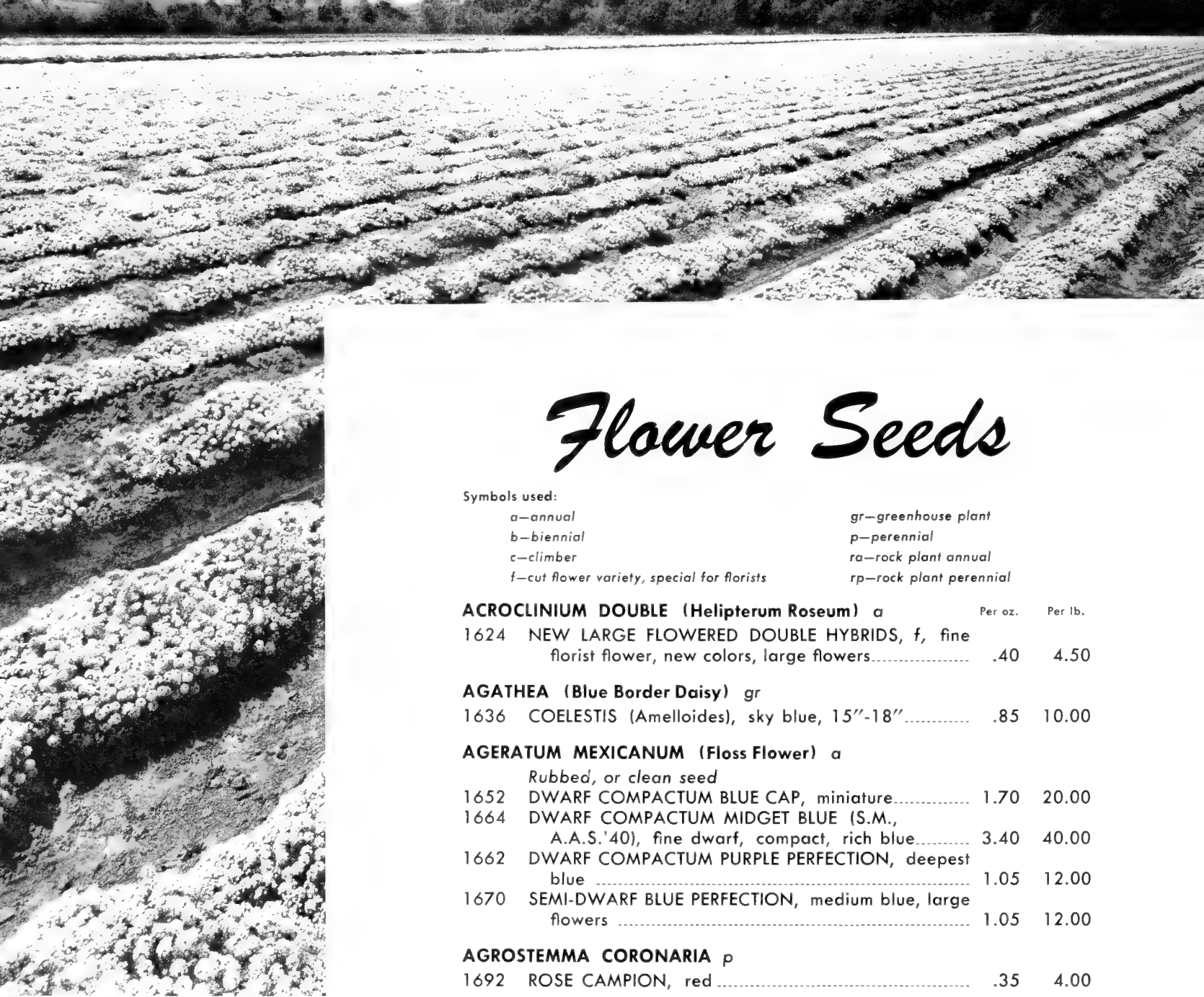
| | | |
|-------------------------|-----|------|
| 1490 FINEST MIXED | .45 | 5.00 |
|-------------------------|-----|------|

SANVITALIA PROCUMBENS ra

A lower border plant sometimes called creeping miniature Zinnia.

| | | |
|-------------------|-----|------|
| 6230 DOUBLE | .55 | 6.00 |
|-------------------|-----|------|





Flower Seeds

Symbols used:

a—annual

b—biennial

c—climber

f—cut flower variety, special for florists

gr—greenhouse plant

p—perennial

ra—rock plant annual

rp—rock plant perennial

| | | Per oz. | Per lb. |
|---|---|---------|---------|
| ACROCLINIUM DOUBLE (Helipterum Roseum) a | | | |
| 1624 | NEW LARGE FLOWERED DOUBLE HYBRIDS, f, fine florist flower, new colors, large flowers..... | .40 | 4.50 |
| AGATHEA (Blue Border Daisy) gr | | | |
| 1636 | COELESTIS (Ameloides), sky blue, 15"-18"..... | .85 | 10.00 |
| AGERATUM MEXICANUM (Floss Flower) a | | | |
| <i>Rubbed, or clean seed</i> | | | |
| 1652 | DWARF COMPACTUM BLUE CAP, miniature..... | 1.70 | 20.00 |
| 1664 | DWARF COMPACTUM MIDGET BLUE (S.M., A.A.S.'40), fine dwarf, compact, rich blue..... | 3.40 | 40.00 |
| 1662 | DWARF COMPACTUM PURPLE PERFECTION, deepest blue | 1.05 | 12.00 |
| 1670 | SEMI-DWARF BLUE PERFECTION, medium blue, large flowers | 1.05 | 12.00 |
| AGROSTEMMA CORONARIA p | | | |
| 1692 | ROSE CAMPION, red | .35 | 4.00 |
| ALYSSUM (Madwort) | | | |
| 1696 | MARITIMUM (Benthami), a sweet, white, 10"..... | .20 | 2.00 |
| 1698 | COMPACTUM ERECTUM LITTLE GEM, ra white, 4"-6"..... | .35 | 4.00 |
| 1702 | COMPACTUM LITTLE DORRIT, miniature white, 3"..... | .35 | 4.00 |
| 1720 | COMPACTUM VIOLET QUEEN, dwarf, compact, free flowering, rich violet..... | .55 | 6.00 |
| 1708 | PROCUMBENS CARPET OF SNOW, ra spreading 2"-3" | .40 | 4.50 |
| 1710 | PROCUMBENS SNOW CLOTH, excellent new selection, plants flat, compact mass, pure white flowers.. | .40 | 4.50 |
| 1714 | SAXATILE COMPACTUM (Gold Dust) rp golden yellow, 12" | .35 | 4.00 |
| AMARANTHUS a | | | |
| 1726 | CAUDATUS (Love Lies Bleeding), red, 3'..... | .10 | .75 |
| 1734 | MOLTEN FIRE, brilliant Poinsettia-like tips, 4'..... | .65 | 7.00 |
| 1742 | TRICOLOR SPLENDENS (Joseph's Coat), yellow, red and green, 3'..... | .35 | 4.00 |
| 1746 | CHOICE MIXED, many brightly colored varieties..... | .30 | 3.00 |
| ANAGALLIS GRANDIFLORA (Pimpernel) ra | | | |
| 1770 | COERULEA, gentian blue..... | .35 | 4.00 |
| 1774 | FINEST MIXED | .35 | 3.50 |

ANCHUSA

| | | Per oz. | Per lb. |
|------|---|---------|---------|
| 1780 | BLUE BIRD, (B.M., A.A.S.'35), a indigo blue, 20"-24", compact | .30 | 3.00 |
| 1790 | SKY BLUE, mid-blue, compact, 18"-22" | .35 | 4.00 |
| 1794 | MYOSOTIDIFLORA (Dwarf Anchusa), pf light blue, forget-me-not flowers, 15" | 5.00 | 60.00 |

ANTHEMIS

| | | | |
|------|--------------------------------|-----|------|
| 1810 | KELWAYI, p golden yellow | .45 | 5.00 |
|------|--------------------------------|-----|------|

ANTIGONON (Mountain Rose, Coral Bells) grc

| | | | |
|------|----------------|-----|------|
| 1820 | LEPTOPUS | .30 | 3.00 |
|------|----------------|-----|------|

ANTIRRHINUM RUST PROOF af

| | | | |
|------|---|------|-------|
| 1860 | MAJUS GRANDIFLORUM UNIVERSITY OF CALIFORNIA DELUXE MIXTURE (Cert. of Honor, A.A.S.'35), evenly balanced blend of popular colors | .90 | 10.00 |
| 1978 | SUPER MAJESTIC FINEST MIXED | 1.70 | 20.00 |
| 1898 | SUPER MAJESTIC CALIFORNIA GIANT MIXTURE (Bodger) | 1.30 | 15.00 |

AQUILEGIA (Columbine) p

| | | | |
|------|--|------|-------|
| 2180 | LONG SPURRED DOBBIES IMPERIAL HYBRIDS FINEST MIXED | 2.95 | 35.00 |
| 2182 | LONG SPURRED MRS. SCOTT ELLIOTT'S STRAIN | 2.55 | 30.00 |

ARCTOTIS a

| | | | |
|------|-------------------------------------|-----|------|
| 2200 | GRANDIS (African Lilac Daisy) | .45 | 5.00 |
|------|-------------------------------------|-----|------|

ASTER (See pages 6 to 9)

BABY BLUE EYES (See Nemophila)

BABY'S BREATH (See Gypsophila)

BALLOON VINE (See Cardiospermum)



ELECTRO #247F ANTIRRHINUM RUST PROOF
SUPER MAJESTIC CALIFORNIA GIANT MIXTURE



ELECTRO #1052F ANCHUSA SKY BLUE

ELECTRO #1051G BALSAM DOUBLE ROSE
FLOWERED FINEST MIXED



BALSAM DOUBLE (Lady Slipper) a

| | | Per oz. | Per lb. |
|------|--------------------------------------|---------|---------|
| 2288 | CAMELLIA FLOWERED FINEST MIXED | .40 | 4.50 |
| 2308 | ROSE FLOWERED FINEST MIXED | .40 | 4.50 |

BARTONIA (Blazing Star) a

| | | | |
|------|-------------------------------|-----|------|
| 2330 | AUREA, deep yellow, 18" | .20 | 2.00 |
|------|-------------------------------|-----|------|

BEANS ac

| | | | |
|------|----------------------|-----|--|
| 2336 | SCARLET RUNNER | .25 | |
|------|----------------------|-----|--|

BLACK EYED SUSANS (See Thunbergia)

BLUE LACE FLOWER (See Didiscus)

CACTUS

| | | | |
|------|--|------|-------|
| 2426 | FINEST MIXED, including rare sorts | 2.55 | 30.00 |
| 2428 | GOOD MIXED, all varieties | 1.30 | 15.00 |

CALENDULA DOUBLE (Pot Marigold) a

| | | Per oz. | Per lb. |
|------|--|---------|---------|
| 2502 | BALL'S GOLD, f deep golden yellow, very large flowers..... | .30 | 3.00 |
| 2450 | BALL'S LONG ORANGE, f deep orange, extra long stems..... | .30 | 3.00 |
| 2498 | CAMPFIRE BODGER'S IMPROVED FLORIST STRAIN (Bodger), f dark orange, scarlet sheen, greatly improved..... | .35 | 4.00 |
| 2464 | CHRYSANTHA, f (G.M., A.A.S.'34), clear buttercup yellow, petals incurved..... | .30 | 3.00 |
| 2474 | LEMON QUEEN, light golden yellow, light center..... | .20 | 2.00 |
| 2480 | ORANGE KING, f extra select, deep orange, dark center..... | .20 | 2.00 |
| 2462 | SENSATION (Bodger), dark orange, scarlet sheen..... | .30 | 3.00 |
| 2518 | YELLOW COLOSSAL, clear yellow, very large..... | .30 | 3.00 |
| 2512 | FLORISTS' SPECIAL MIXTURE, large flowered long stemmed varieties..... | .20 | 2.00 |
| 2514 | FINEST MIXED | .15 | 1.50 |

CALIFORNIA NATIVE FLOWERS a and p

| | | | |
|------|-----------------------|-----|------|
| 8096 | SPECIAL MIXTURE | .35 | 3.50 |
|------|-----------------------|-----|------|

CALIFORNIA POPPY (See Eschscholtzia)**CALLIOPSIS (Tickseed) a**

| | | | |
|------|---|-----|------|
| 2562 | DRUMMONDI SEMI DOUBLE GOLD CREST, rich golden yellow, reddish brown zone | .45 | 5.00 |
| 2560 | DRUMMONDI SEMI DOUBLE GOLDEN CROWN (S.M., A.A.S.'38), improved rich yellow, maroon center..... | .45 | 5.00 |
| 2534 | BICOLOR TALL SEMI DOUBLE MIXED..... | .30 | 3.00 |
| 2536 | BICOLOR TALL SINGLE MIXED..... | .25 | 2.50 |
| 2538 | BICOLOR TALL ALL DOUBLE MIXED..... | .30 | 3.00 |

CAMPANULA ANNUAL CANTERBURY BELLS a

A new annual Canterbury Bell which blooms from seed in less than six months. Plants 2'-2 1/2', bearing 6-8 flower spikes.

| | | | |
|------|-------------------------------------|-----|------|
| 2618 | FINEST MIXED (G.M., A.A.S.'33)..... | .55 | 6.00 |
|------|-------------------------------------|-----|------|

CAMPANULA MEDIUM (Canterbury Bells) b

| | | | |
|------|--------------------|-----|------|
| 2596 | SINGLE MIXED | .35 | 4.00 |
| 2598 | DOUBLE MIXED | .70 | 8.00 |

CAMPANULA CALYCANTHEMA (Cup and Saucer Canterbury Bells) b

| | | | |
|------|--------------------|-----|------|
| 2628 | FINEST MIXED | .70 | 8.00 |
|------|--------------------|-----|------|

ELECTRO #1053G CALENDULA DOUBLE
FINEST MIXEDELECTRO #1026F CARNATION MARGUERITE DOUBLE
SPECIAL XXX MIXTUREELECTRO #1054G CALENDULA DOUBLE
ORANGE KING



CANDYTUFT ANNUAL α

| | Per oz. | Per lb. |
|---|---------|---------|
| 2632 CORONARIA GIANT WHITE HYACINTH-FL. IMPROVED FLORIST STRAIN, f 15"..... | .35 | 4.00 |
| 2646 UMBELLATA CRIMSON, purplish red..... | .30 | 3.00 |
| 2648 UMBELLATA FLESH | .30 | 3.00 |
| 2650 UMBELLATA LILAC OR LAVENDER..... | .30 | 3.00 |
| 2652 UMBELLATA ROSE CARDINAL, deep red..... | .30 | 3.00 |
| 2654 UMBELLATA ROSE, soft rose..... | .30 | 3.00 |
| 2656 UMBELLATA WHITE | .30 | 3.00 |
| 2658 UMBELLATA FINEST MIXED..... | .20 | 2.00 |

CANDYTUFT (IBERIS) PERENNIAL p

| | | |
|---|-----|------|
| 2668 GIBALTARICA, white flushed lilac, early..... | .55 | 6.00 |
|---|-----|------|

CARDIOSPERMUM αc

| | | |
|--|-----|------|
| 2684 HALICACABUM (Balloon Vine, Love in a Puff)..... | .20 | 2.00 |
|--|-----|------|

CARNATION CHABAUD'S GIANT DOUBLE IMPROVED pf

This popular hardy Carnation blooms five months from sowing and continues throughout the season. It is 16"-20" high, upright in habit, and robust growing.

| | | |
|---|------|-------|
| 2716 CARDINAL RED (Sparkler), bright scarlet..... | 2.15 | 25.00 |
| 2720 CRIMSON (Nero), deep dark crimson..... | 2.15 | 25.00 |
| 2722 DEEP ROSE | 2.15 | 25.00 |
| 2724 FLESH PINK, delicate flesh..... | 2.15 | 25.00 |
| 2728 SALMON ROSE (Legion of Honor), deep salmon cerise..... | 2.15 | 25.00 |
| 2732 WHITE | 2.15 | 25.00 |
| 2734 YELLOW | 2.15 | 25.00 |
| 2742 FINEST MIXED, from named varieties..... | 1.70 | 20.00 |

CARNATION MARGUERITE DOUBLE α

The Marguerites are very early flowering, giving an abundance of bloom within five months from planting. The flowers are very fragrant, on good stems, and 16"-20" plants.

| | | |
|--|------|-------|
| 2790 SPECIAL MIXTURE, f XXX reselected strain..... | 1.30 | 15.00 |
| 2792 FINEST WELL BALANCED MIXED..... | 1.05 | 12.00 |

CASTOR BEANS (See Ricinus)

CELOSIA IMPROVED CRISTATA (Cockscomb) α

| | | |
|--|-----|------|
| 2814 DWARF EMPRESS, dark foliage, dark red flowers..... | .70 | 8.00 |
| 2810 DWARF PRESIDENT THIERS or GLASGOW PRIZE, green foliage..... | .70 | 8.00 |
| 2824 DWARF FINEST MIXED..... | .55 | 6.00 |
| 2876 TALL ROYAL VELVET (H.M., A.A.S.'39), rich carmine-crimson, foliage bronze-green, reddish margins..... | .55 | 6.00 |
| 2826 TALL CRIMSON | .35 | 4.00 |
| 2828 TALL MIXED | .30 | 3.00 |



ELECTRO #1058E CENTAUREA CYANUS DOUBLE
SPECIAL STRAIN BLUE BOY



ELECTRO #1057E COBAEA SCANDENS BLUE

ELECTRO #1059F CHRYSANTHEMUM SINGLE ANNUAL
CARINATUM TRICOLOR FINEST MIXED



| CELOSIA PLUMOSA (Improved Feathered Type) <i>a</i> | | Per oz. | Per lb. |
|--|---|---------|---------|
| 2832 | CRIMSON | .55 | 6.00 |
| 2834 | FIERY RED | .55 | 6.00 |
| 2836 | SCARLET | .55 | 6.00 |
| 2838 | YELLOW | .55 | 6.00 |
| 2844 | FINEST MIXED | .45 | 5.00 |
| 2830 | PRIDE OF CASTLE GOULD, select strain..... | .55 | 6.00 |
| 2848 | THOMPSONI MAGNIFICA FINEST MIXED, 2', fine strain | .45 | 5.00 |

| CENTAUREA CYANUS DOUBLE (Bachelor Button, Cornflower) <i>a</i> | | | |
|--|--|-----|------|
| 2894 | SPECIAL STRAIN BLUE BOY <i>f</i> , excellent fully double strain | .25 | 2.50 |
| 2898 | SPECIAL STRAIN PINKIE <i>f</i> | .25 | 2.50 |
| 2900 | SPECIAL STRAIN RED BOY <i>f</i> , deep red..... | .25 | 2.50 |
| 2902 | SPECIAL STRAIN SNOW MAN <i>f</i> | .25 | 2.50 |
| 2908 | SPECIAL STRAIN FINEST MIXED..... | .25 | 2.50 |
| 2904 | FINEST MIXED | .20 | 2.00 |
| 2962 | DWARF JUBILEE GEM (S.M., A.A.S.'37)..... | .45 | 5.00 |

| CENTAUREA GIANT IMPERIALIS <i>a</i> | | | |
|-------------------------------------|--------------------|-----|------|
| 2932 | FINEST MIXED | .45 | 5.00 |

| CENTAUREA MISCELLANEOUS VARIETIES | | | |
|-----------------------------------|---|------|-------|
| 2950 | AMERICANA LILAC <i>a</i> | .25 | 2.50 |
| 2952 | AMERICANA WHITE <i>a</i> | .25 | 2.50 |
| 2954 | CANDIDISSIMA (Dusty Miller), <i>gr</i> yellow, silvery foliage, 15" | 2.15 | 25.00 |
| 2958 | GYMNOCARPA, <i>gr</i> lavender, silvery foliage, 3'-4' | .35 | 4.00 |

| CHEIRANTHUS | | | |
|-------------|---|-----|------|
| 2976 | ALLIONI (Siberian Wallflower), <i>rp</i> brilliant orange, 1' | .25 | 2.50 |

| CHRYSANTHEMUM SINGLE ANNUAL CARINATUM (Painted Daisy) <i>af</i> | | | |
|---|--|-----|------|
| 3014 | MERRY MIXTURE, cheerful collection of bright-hued tri-colors | .30 | 3.00 |
| 3016 | TRICOLOR FINEST MIXED..... | .30 | 3.00 |

| CHRYSANTHEMUM SINGLE ANNUAL SEGETUM <i>af</i> | | | |
|---|---|-----|------|
| Plant habit similar to Carinatum, 2½', flowers 3", not as showy, with dark or light eye surrounded by inconspicuous pale yellow disc, then dominant color of the variety. | | | |
| 3026 | ELDORADO (B.M., A.A.S.'34), golden yellow, dark eye | .20 | 2.00 |
| 3028 | EASTERN STAR, primrose, yellow disc, brown eye.. | .20 | 2.00 |
| 3038 | FINEST MIXED | .20 | 2.00 |

| CHRYSANTHEMUM LEUCANTHEMUM | | | |
|----------------------------|--|------|-------|
| 3070 | SHASTA DAISY ALASKA, <i>pf</i> | .55 | 6.00 |
| 3072 | SHASTA DAISY CONQUEROR, <i>pf</i> flowers very large, pure white, stems 2½'-3' | .55 | 6.00 |
| 3074 | SHASTA DAISY DOUBLE, Diener's strain, reselected, <i>pf</i> | 5.00 | |

| CINERARIA LARGE FLOWERED <i>gr b</i> | | | | | |
|--|---------------|-----------|-----------|-----------|-----------|
| Excellent strain, large flowers, heavy stems, free blooming. | | Per ⅓ oz. | Per ⅓ oz. | Per ¼ oz. | Per oz. ← |
| 3154 | HYBRIDS | 2.00 | 4.00 | 12.00 | 40.00 |

| CLARKIA ELEGANS DOUBLE <i>af</i> | | Per oz. | Per lb. ← |
|----------------------------------|--------------------|---------|-----------|
| 3146 | CHOICE MIXED | .35 | 4.00 |

| CLEOME PUNGENS (Spider Plant) <i>a</i> | | | |
|--|---|-----|------|
| 3168 | PINK QUEEN (S.M., A.A.S.'42), clear soft pink.... | .70 | 8.00 |

| COBAEA SCANDENS (Cathedral Bells) <i>ac</i> | | | |
|---|------------|-----|------|
| 3174 | BLUE | .55 | 6.00 |

| | Per oz. | Per lb. |
|-----------------------------|---------|---------|
| COIX (Job's Tears) α | | |
| 3180 LACHRYMA-JOBI | .10 | 1.00 |

COLUMBINE (See Aquilegia)

CONVOLVULUS (Morning Glory) α

| | | |
|--------------------------------|-----|------|
| 3190 CRIMSON RAMBLER | .15 | 1.50 |
| 3192 MAJOR FINEST MIXED c..... | .10 | 1.00 |

CORDYLINE (See Dracaena)

COREOPSIS GRANDIFLORA p

| | | |
|---|-----|------|
| 3212 LANCEOLATA (California Sunbeam)..... | .20 | 2.00 |
| 3220 DOUBLE SUNBURST (Bodger), f large, golden yellow, fully double flowers, early blooming, fine cut flower..... | .35 | 4.00 |
| 3222 DOUBLE NEW GOLD, fine golden yellow..... | .35 | 4.00 |

COSMOS SENSATION af

| | | |
|---|------|-------|
| 3206 RADIANCE (Bodger) (new) (S.M., A.A.S.'48). Top award winner for 1948. A striking new color combination never before seen in Sensation Cosmos: Deep rose petals (27/1) overlaid with large well-defined zone of rich crimson (824/2) | 1.30 | 15.00 |
|---|------|-------|

| | | |
|---|-----|------|
| 3204 DAZZLER (Bodger), dazzling crimson | .35 | 4.00 |
| 3200 PINKIE (Bodger), clear rose pink..... | .35 | 4.00 |
| 3202 PURITY (Bodger), pure white..... | .35 | 4.00 |
| 3278 FINEST MIXED (S.M., A.A.S.'36)..... | .35 | 3.50 |

COSMOS TRUE EARLY MAMMOTH SINGLE af, 3'

| | | |
|---|-----|------|
| 3284 CRIMSON QUEEN, superior garden strain..... | .35 | 4.00 |
| 3286 ROSE QUEEN, superior garden strain..... | .35 | 4.00 |
| 3288 WHITE QUEEN, superior garden strain | .35 | 4.00 |
| 3248 QUEEN MIXED, superior garden strain..... | .35 | 3.50 |
| 3240 CRIMSON | .35 | 3.50 |
| 3242 PINK | .35 | 3.50 |
| 3244 WHITE | .35 | 3.50 |
| 3246 FINEST MIXED | .30 | 3.00 |

COSMOS EXTRA EARLY DOUBLE CRESTED OR ANEMONE FLOWERED af

| | | |
|---------------------------------------|------|-------|
| 3250 CRIMSON KING (Carnelia)..... | 1.30 | 15.00 |
| 3252 PINK BEAUTY (Peach Blossom)..... | 1.30 | 15.00 |
| 3254 WHITE QUEEN (Whirlwind)..... | 1.30 | 15.00 |
| 3256 FINEST MIXED | 1.05 | 12.00 |

COSMOS LATE MAMMOTH SINGLE α

| | | |
|----------------------------|-----|------|
| 3260 CRIMSON | .25 | 2.50 |
| 3264 LADY LENOX PINK..... | .25 | 2.50 |
| 3266 LADY LENOX WHITE..... | .25 | 2.50 |
| 3274 FINEST MIXED | .25 | 2.25 |

COSMOS HYBRIDA EARLY KLONDYKE α

| | | |
|---|-----|------|
| 3290 SEMI DOUBLE ORANGE RUFFLES (Bodger), vivid rich orange butterfly-like semi double blooms, very free flowering..... | .35 | 4.00 |
| 3282 SINGLE ORANGE FLARE (Bodger) (G.M., A.A.S.'35), early flowering, deep orange..... | .30 | 3.00 |
| 8500 SINGLE YELLOW FLARE (S.M., A.A.S.'42), bright yellow | .30 | 3.00 |

CYNOGLOSSUM

| | | |
|--|-----|------|
| 3184 AMABILE DWARF FIRMAMENT (B.M., A.A.S.'39), dwarf form of popular Chinese Forget-me-not.. | .25 | 2.50 |
| 3294 AMABILE BLUE (Chinese Forget-me-not) af..... | .15 | 1.50 |

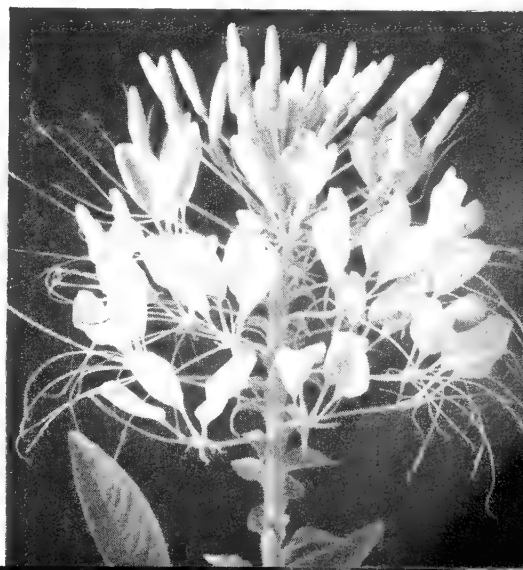


ELECTRO #1060F COSMOS SENSATION RADIANCE



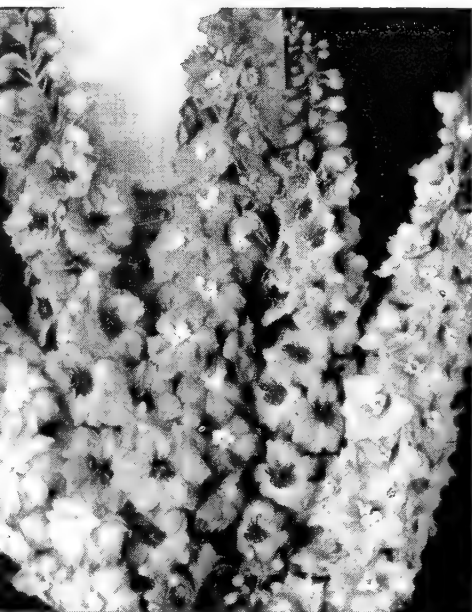
ELECTRO #1056E CONVOLVULUS CRIMSON RAMBLER

ELECTRO #1055E CLEOME PUNGENS PINK QUEEN





ELECTRO #1061F DAHLIA UNWIN'S IDEAL BEDDING MIXED (COLOR PICTURE ON BACK PAGE)



ELECTRO #1062F DELPHINIUM PACIFIC GIANTS MIXED

DAHLIA p

| | | Per oz. | Per lb. |
|------|--|---------|---------|
| 3304 | SINGLE FINEST MIXED, f from select flowers..... | .90 | 10.00 |
| 3308 | DOUBLE FINEST MIXED, f from named varieties.. | 2.15 | 25.00 |
| 3318 | COLTNESS HYBRIDS, r very dwarf, for bedding.. | .90 | 10.00 |
| 3320 | UNWIN'S DWARF HYBRIDS, r free flowering..... | 1.05 | 12.00 |
| 3322 | UNWIN'S IDEAL BEDDING MIXED, miniature double and semi-double flowers on dwarf bushy plants, 18" to 24"..... | 1.30 | 15.00 |

DAISY SHASTA (See Chrysanthemum)

DELPHINIUM PACIFIC GIANTS pf (Vetterle and Reinelt)

Remarkable new strain developed by Vetterle and Reinelt on the Pacific Coast. Flowers extremely large and well formed, 2½" to 3½" in diameter, symmetrically spaced on well-balanced spikes of thin woody stems, practically 100 per cent double. This strain is comparatively mildew resistant. Seed we have to offer is of our own growing produced from the originator's stock seed.

PACIFIC GIANTS (GROWN FROM ORIGINATOR'S STOCK)

Named Series

| | | | |
|------|--|------|-------|
| 3770 | BLACK KNIGHT SERIES, very dark blue..... | 5.00 | 75.00 |
| 3772 | CAMELIARD SERIES, pure lavender self..... | 5.00 | 75.00 |
| 3706 | GALAHAD SERIES, huge clear white..... | 6.80 | 80.00 |
| 3708 | GUINEVERE SERIES, light pinkish lavender self, white bee | 5.00 | 75.00 |
| 3710 | KING ARTHUR SERIES, royal violet, large white bee | 5.00 | 75.00 |
| 3714 | ROUND TABLE SERIES, noble mixture..... | 5.00 | 75.00 |
| 3642 | SUMMER SKIES SERIES, clear light blue, white bee | 5.00 | 75.00 |
| 3334 | PACIFIC GIANTS MIXED..... | 5.00 | 50.00 |

DELPHINIUM (Perennial Larkspur) p

| | | | |
|------|--|------|-------|
| 3340 | BODGER'S HOLLYHOCK STRAIN, f a selection of light shades best suited for florists..... | 2.95 | 35.00 |
| 3326 | BLACKMORE AND LANGDON TYPE FINEST MIXED | 1.70 | 20.00 |
| 3342 | WREXHAM HOLLYHOCK STRAIN, f a fancy blending of light and dark shades..... | 2.95 | 35.00 |
| 3352 | GOLD MEDAL HYBRIDS CHOICE MIXED, dark shades | 1.05 | 12.00 |
| 3338 | CLIVEDEN BEAUTY RESELECTED (Florist Strain).... | 2.15 | 25.00 |
| 3336 | BELLAMOSUM RESELECTED (Florist Strain)..... | 2.15 | 25.00 |
| 3368 | BELLADONNA HYBRIDS MIXED f..... | 1.30 | 15.00 |
| 3372 | FINEST MIXED, all varieties..... | 1.05 | 12.00 |

DELPHINIUM CHINENSIS TALL or FLORIST STRAINS pf

| | | | |
|------|--|------|-------|
| 3380 | ALBA, pure white, 2'-3'..... | .55 | 6.00 |
| 3382 | CAMBRIDGE BLUE (S.M., A.A.S.'33), azure blue, 3'.... | 1.05 | 12.00 |
| 3384 | LIBERTY LARKSPUR, dark blue, 3'..... | .55 | 6.00 |
| 3388 | FINEST MIXED | .45 | 5.00 |

DELPHINIUM CHINENSIS DWARF or BEDDING STRAINS rp

| | | | |
|------|---|-----|------|
| 3390 | ALBA, pure white, 1'..... | .55 | 6.00 |
| 3392 | AZURE FAIRY, azure blue, 1'..... | .55 | 6.00 |
| 3394 | BLUE BUTTERFLY SELECT, dark blue, 1'..... | .55 | 6.00 |
| 3398 | FINEST MIXED | .45 | 5.00 |

DIANTHUS HEDDENSIS a

An entirely new tetraploid variety combining the large open flowers of *Dianthus Heddwigi* with the rugged growth and long stemmed habit of *Dianthus Chinensis*. Well-formed 2" flowers in large numbers on 16" stems, suitable for cutting. More tolerant of extreme temperatures than either of its parents.

| | Per oz. | Per lb. |
|---|---------|---------|
| 3494 WESTWOOD BEAUTY (H.M., A.A.S.'46). First of the new type. Shades of red..... | .55 | 6.00 |
| 3532 FINEST MIXED (Bodger) (new), outstanding introduction for '48. All the traditional <i>Dianthus</i> colors in this new variety..... | .55 | 6.00 |

DIANTHUS HEDDEWIGI (Pinks) a

Plants dwarf, compact, 10"-12", free flowering.

| | | |
|-------------------------------|-----|------|
| 3426 DOUBLE FINEST MIXED..... | .35 | 4.00 |
| 3438 SINGLE FINEST MIXED..... | .35 | 3.50 |

DIANTHUS HEDDEWIGI LACINIATUS a

Plants dwarf, compact, 10"-12", free flowering, lacinated petals.

| | | |
|-------------------------------|-----|------|
| 3458 DOUBLE FINEST MIXED..... | .40 | 4.50 |
| 3476 SINGLE FINEST MIXED..... | .35 | 3.50 |

DIANTHUS CHINENSIS (China Pinks) a

Plants tall, 20", flowers produced in clusters, free flowering.

| | | |
|-------------------------------|-----|------|
| 3490 DOUBLE FINEST MIXED..... | .35 | 4.00 |
| 3492 SINGLE FINEST MIXED..... | .30 | 3.00 |

DIANTHUS HYBRIDUS a

| | | |
|--|-----|------|
| 3496 SWEET WIVELSFIELD, multiflora type, remarkably free flowering | .45 | 5.00 |
|--|-----|------|

DIANTHUS BARBATUS (See Sweet William)**DIDISCUS (Blue Lace Flower) af**

| | | |
|-----------------------------------|-----|------|
| 3540 COERULEUS, blue, 2 1/2'..... | .40 | 4.50 |
|-----------------------------------|-----|------|

DIGITALIS (Foxglove) b

| | | |
|---|-----|------|
| 3550 GLOXINIAFLORA THE SHIRLEY, giant hybrids, blotched throats | .55 | 6.00 |
| 3558 GLOXINIAFLORA FINEST MIXED, spotted throats..... | .45 | 5.00 |

DIMORPHOTHECA (African Daisy) a

| | | |
|---|-----|-------|
| 3562 AURANTIACA ORANGE IMPROVED..... | .90 | 10.00 |
| 3568 AURANTIACA SPECIAL MIXTURE, from named varieties | .70 | 8.00 |

DOLICHOS (Hyacinth or Jack Bean) ac

| | | |
|--|-----|------|
| 3588 TALL MIXED | .10 | .60 |
| 3590 TALL LIGNOSUS (Australian Pea Vine) gr..... | .55 | 6.00 |

DRACAENA (Cordylina) gr

| | | |
|---------------------|-----|------|
| 3602 INDIVISA | .35 | 3.50 |
|---------------------|-----|------|

ESCHSCHOLTZIA CALIFORNICA a

| | | |
|---|-----|------|
| 3680 SPREADING ALBA, reselected..... | .15 | 1.50 |
| 3682 SPREADING AURANTIACA (California Poppy), orange | .15 | 1.50 |
| 3690 SPREADING GOLDEN WEST, yellow, orange center | .15 | 1.50 |
| 3718 SPREADING MIXED, white, yellow and orange shades | .15 | 1.50 |

EUPHORBIA

| | | |
|--|-----|------|
| 3764 VARIEGATA (Snow on the Mountain) a..... | .25 | 2.50 |
|--|-----|------|

EVENING PRIMROSE (See Oenothera)**FOUR O'CLOCKS (See Marvel of Peru)****FUCHSIA gr**

| | Per 1000 seeds | Per 1/4 oz. | Per oz. | ← |
|-----------------------------------|----------------|-------------|---------|---|
| 3792 DOUBLE AND SINGLE MIXED..... | 2.50 | 30.00 | 100.00 | |

GAILLARDIA GRANDIFLORA (Blanket Flower) p

| | Per oz. | Per lb. | ← |
|---|---------|---------|---|
| 3836 THE DAZZLER, f intense golden yellow, maroon red zone | .65 | 7.50 | |
| 3850 MONARCH STRAIN FINEST MIXED, fine large flowers, good color range..... | .65 | 7.50 | |
| 3844 PORTOLA HYBRIDS | .65 | 7.50 | |
| 3848 FINEST MIXED | .45 | 5.00 | |



ELECTRO #1063G ESCHSCHOLTZIA
CALIFORNIA SPREADING AURANTIACA

ELECTRO #1003G FLORETS OF DEL-
PHINIUM PACIFIC GIANT STRAIN





ELECTRO #1027G HELIANTHUS ANNUUS SUN-GOLD (COLOR PICTURE ON BACK PAGE)

GERBERA (Transvaal Daisy) grf

A superior strain of good vitality developed from the original Jamesoni.

| | Per 1000 seeds | Per oz. ← |
|-------------------------------|----------------|-----------|
| 3884 GIANT HYBRIDS MIXED..... | 3.00 | 24.00 |

GEUM (Avens) p

| | Per oz. | Per lb. ← |
|--|---------|-----------|
| 3890 LADY STRATHEDEN, golden yellow..... | 1.30 | 15.00 |
| 3892 MRS. BRADSHAW, scarlet..... | 1.10 | 12.50 |

GILIA

| | | |
|---|-----|------|
| 3914 CAPITATA RESELECTED, rich sky blue, fine large flowers | .25 | 2.50 |
|---|-----|------|

GODETIA TALL DOUBLE SHAMINI GRANDIFLORA TYPE af

| | | |
|-------------------------|-----|------|
| 4038 FINEST MIXED | .35 | 4.00 |
|-------------------------|-----|------|

GODETIA UPRIGHT SINGLE (Farewell-to-Spring) a

| | | |
|---|-----|------|
| 3964 DUKE OF YORK, rich scarlet on white..... | .55 | 6.00 |
|---|-----|------|

GOMPHRENA (Globe Amaranth) a

| | Per oz. | Per lb. |
|---------------------------------|---------|---------|
| 4042 GLOBOSA RUBRA, purple..... | .30 | 3.00 |
| 4040 GLOBOSA MIXED | .25 | 2.50 |

GOURDS ac

| | | |
|--|-----|------|
| 4064 LARGE FLAT CORSICAN..... | .15 | 1.25 |
| 4058 LARGE GIANT BOTTLE..... | .15 | 1.25 |
| 4066 LARGE VARIETIES MIXED..... | .10 | 1.20 |
| 4078 SMALL PEAR, striped, green and white..... | .15 | 1.25 |
| 4082 SMALL SPOON | .15 | 1.25 |
| 4088 SMALL VARIETIES MIXED..... | .10 | 1.20 |
| 4098 LARGE AND SMALL SORTS MIXED..... | .10 | 1.20 |

GYPSOPHILA (Baby's Breath)

| | | |
|--|------|-------|
| 4102 ELEGANS GRANDIFLORA COVENT GARDEN IMPROVED, af greatly improved strain, unusually large white flowers of fine substance. Excellent florist stock..... | .10 | 1.00 |
| 4110 ELEGANS GRANDIFLORA LONDON MARKET IMPROVED, af white, extremely large flowers | .10 | .80 |
| 4116 PANICULATA SINGLE ALBA (Chalk Plant), pf white, 3 1/2' | .20 | 2.00 |
| 4118 PANICULATA DOUBLE ALBA, pf white, 3'..... | 2.55 | 30.00 |

HELIANTHUS ANNUUS (Sunflower) a

| | Per oz. | Per lb. |
|---|---------|---------|
| 4168 RUSSIAN, huge golden pads, 8'-10'..... | .10 | .20 |

HELIANTHUS SUNGOLD (Bodger) a'

| | | |
|---|-----|------|
| 4182 Brilliant golden yellow flowers, large and 100% double, free flowering, plants uniform height 4'-5'..... | .20 | 2.00 |
|---|-----|------|

HELIANTHUS CUCUMERIFOLIUS (Miniature type) a

| | | |
|--|-----|------|
| 4172 LILLIPUT, deep golden yellow, dark eye, small flowers, 3'..... | .20 | 2.00 |
| 4164 EXCELSIOR HYBRIDS, bronze, brown and red shades, zoned, 5'..... | .20 | 2.00 |
| 4166 MINIATURE, golden yellow small flowers, 5'..... | .20 | 2.00 |

HELICHRYSUM MONSTROSUM (Strawflower) af

| | | |
|-------------------------|-----|------|
| 4216 FINEST MIXED | .55 | 6.00 |
|-------------------------|-----|------|

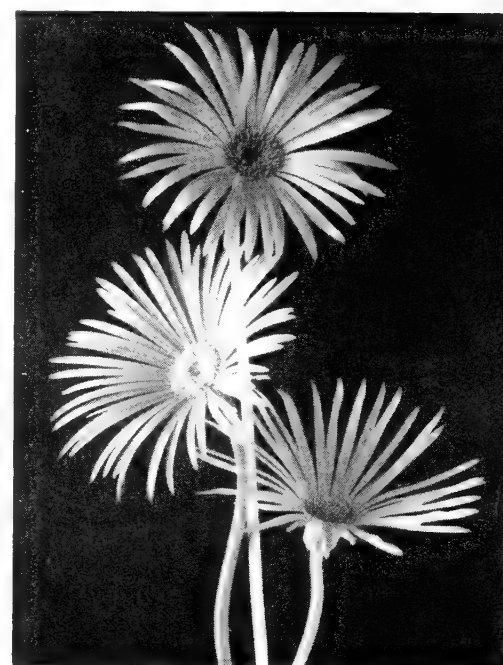
HELIOTROPIMUM gr

| | | |
|---------------------------|------|-------|
| 4224 CHOICEST MIXED | 1.70 | 20.00 |
|---------------------------|------|-------|

HELIPTERUM ROSEUM (See Acroclinium)

HIBISCUS (Mallow Marvels) p

| | | |
|---|-----|------|
| 4246 GIANT FLOWERED FINEST MIXED, 4'..... | .65 | 7.50 |
|---|-----|------|



ELECTRO #1081F GERBERA GIANT HYBRIDS MIXED

HOLLYHOCK ANNUAL α

| | Per oz. | Per lb |
|---|---------|--------|
| 4268 INDIAN SPRING, (S.M., A.A.S.'39), annual, free blooming, semi-double, rose and pink shades | .55 | 6.00 |

HOLLYHOCK p

| | | |
|--|-----|-------|
| 4260 DOUBLE TRIUMPH MIXED, beautifully fringed rosette flowers in many new shades and bi-color combinations..... | .90 | 10.00 |
| 4270 SEMI-DOUBLE ALLEGHANY FINEST MIXED..... | .35 | 4.00 |
| 4272 SEMI-DOUBLE ANNUAL FINEST MIXED..... | .35 | 4.00 |
| 4274 SINGLE ANNUAL FINEST MIXED..... | .35 | 3.50 |

HOLLYHOCK CHATER'S DOUBLE p

| | | |
|--------------------------------|------|-------|
| 4282 CRIMSON | 1.30 | 15.00 |
| 4286 MAROON | 1.30 | 15.00 |
| 4288 NEWPORT PINK | 1.30 | 15.00 |
| 4294 SCARLET | 1.30 | 15.00 |
| 4296 WHITE | 1.30 | 15.00 |
| 4298 YELLOW, clear yellow..... | 1.30 | 15.00 |
| 4306 FINEST MIXED | .90 | 10.00 |

ELECTRO #1064F HOLLYHOCK CHATER'S DOUBLE
NEWPORT PINK**HUNNEMANNIA FUMARIFOLIA (Bush Eschscholtzia,
Mexican Tulip Poppy) α**

| | | |
|--|-----|------|
| 4332 SUNLITE (Bodger) (S.M., A.A.S.'34), semi double.. | .55 | 6.00 |
|--|-----|------|

IBERIS (See Candytuft)**IPOMEA ac**

| | | |
|---|-----|------|
| 4354 WHITE MAGIC (Bodger), very early blooming, exceptionally free flowering, large fleecy white flowers, blending to cream deep in the throat, making a heavy cascade of flowers on fence or trellis | .55 | 6.00 |
| 4356 PEARLY GATES (S.M., A.A.S.'42), grand early flowering pure white..... | .55 | 6.00 |
| 4384 MORNING GLORY SCARLETT O'HARA (G.M., A.A.S.'39), dark wine red, early blooming, attractive foliage | .55 | 6.00 |
| CRIMSON RAMBLER (See Convolvulus) | | |
| 4360 DOUBLE ROSE MARIE (Bodger), deep rose, early, free flowering | .30 | 3.00 |
| 4362 BONA NOX, throat purple, shading to lavender, night flowering, favorite in the moonlight garden | .20 | 2.00 |

ELECTRO #423G IPOMEA MORNING GLORY
SCARLETT O'HARA

| | | |
|---|----------------|-----------------|
| 4370 CLARKE'S EARLIEST HEAVENLY BLUE MORNING GLORY, sky blue, shading golden yellow in throat, extremely early..... | Per oz. .25 | Per lb. 2.50 |
|---|----------------|-----------------|

| | | |
|---|-----|------|
| 4372 IMPERIALIS SELECTED STRAIN..... | .30 | 3.00 |
| 4376 NOCTIFLORA WHITE MOONFLOWER, night blooming, black seeded..... | .20 | 2.00 |
| 4378 NOCTIFLORA WHITE MOONFLOWER, night blooming, white seeded..... | .20 | 2.00 |

KNIPHOFIA (See Tritoma)**KOCHIA (Burning Bush, Summer Cypress) α**

| | | |
|--------------------|-----|------|
| 4418 CHILDSI | .10 | 1.00 |
|--------------------|-----|------|



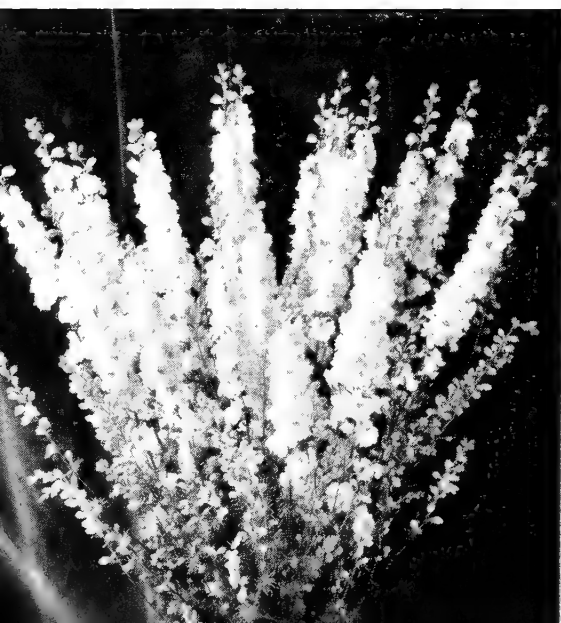
LARKSPUR GIANT IMPERIAL of

Tall, upright, compact, basal branching in habit, the Giant Imperials have superseded all other types of Larkspurs for florists' and general garden use. The delphinium like spikes of double flowers, carried on stems 4'-5' long, are compactly placed on the upright growing plants, requiring only about one-half the space needed for the old stock flowered type of Larkspur.

| | Per oz. | Per lb. |
|---|---------|---------|
| 4430 BLUE BELL (Bodger) (B.M., A.A.S.'34), azure blue, 36/2..... | .45 | 5.00 |
| 4432 BLUE SPIRE, very deep violet blue 35 deep-back petals 40..... | .45 | 5.00 |
| 4434 CARMINE KING (Bodger), deep carmine rose 22/1 shaded cinnabar..... | .45 | 5.00 |
| 4454 DAZZLER, rich scarlet 22/1 shaded cinnabar..... | .45 | 5.00 |
| 4416 DEEP CARMINE KING IMPROVED (Bodger) (new). Very distinct improvement over Carmine King; holds color under trying conditions. Largest florets of the King type to date..... | .55 | 6.00 |
| 4438 EXQUISITE PINK IMPROVED, soft pink shaded salmon 625/2 and 625/1..... | .45 | 5.00 |
| 4440 EXQUISITE ROSE, rose pink 623/1..... | .45 | 5.00 |
| 4456 GLORIA IMPROVED (Bodger), deep salmon rose 623..... | .45 | 5.00 |
| 4522 LILAC KING (Bodger), rich lilac fully double closely spaced florets 34/2..... | .45 | 5.00 |
| 4444 LILAC SPIRE 34/2..... | .45 | 5.00 |
| 4446 LOS ANGELES IMPROVED (Bodger), brilliant pink on salmon 623/1..... | .45 | 5.00 |
| 4448 MISS CALIFORNIA (Bodger) (H.C., R.H.S.'34), deep rose on salmon, 623 shaded 625/1 | .45 | 5.00 |
| 4520 PINK KING (Bodger), soft salmon rose 623/1..... | .45 | 5.00 |
| 4464 PINK PERFECTION (Bodger), lively light pink, large double florets, excellent up-right habit, 623/2 and light salmon pink..... | .45 | 5.00 |
| 4524 ROSE KING (Bodger), rich rose | .45 | 5.00 |
| 4458 WHITE KING (Bodger) (B.M., A.A.S.'37), glistening white, huge flowers..... | .45 | 5.00 |

FIELD OF LARKSPUR GIANT

ELECTRO #481G LARKSPUR GIANT IMPERIAL
PINK PERFECTION



LARKSPUR GIANT IMPERIAL af—Continued

| | Per oz. | Per lb. |
|--|---------|---------|
| 4452 WHITE SPIRE (A.M., R.H.S.'34), pure white, early..... | .45 | 5.00 |
| 4462 SUPER MAJESTIC ROSE PINK, salmon pink..... | .45 | 5.00 |
| 4468 FINEST MIXED, from separate colors..... | .35 | 4.00 |

LARKSPUR TALL DOUBLE STOCK FLOWERED a

| | | |
|-------------------------|-----|------|
| 4506 FINEST MIXED | .30 | 3.00 |
|-------------------------|-----|------|

LATHYRUS LATIFOLIUS (Perennial Peas) pc

| | | |
|------------------|-----|------|
| 4568 MIXED | .65 | 7.00 |
|------------------|-----|------|

LILIUM (Regal Lily) p

| | | |
|------------------------------|------|-------|
| 4598 REGALE, clean seed..... | 1.05 | 12.00 |
|------------------------------|------|-------|

LINARIA MAROCCANA (Toad Flax, Miniature Snapdragon) a

The Linarias, commonly known as miniature snapdragons, are very charming, free flowering border plants in bright and pastel shades.

| | | |
|--|-----|------|
| 4600 FAIRY BOUQUET (G.M., A.A.S.'34), compact, 8", pastels..... | .45 | 5.00 |
| 4608 HYBRIDA EXCELSIOR IMPROVED STRAIN MIXED, bright and pastel shades, compact, 15" plants..... | .30 | 3.00 |

LINUM (Flowering Flax)

| | | |
|--|-----|------|
| 4630 GRANDIFLORUM RUBRUM (Scarlet Flax) a free flowering, 24"..... | .20 | 2.00 |
|--|-----|------|

LOBELIA

| | | |
|---|------|-------|
| 4642 COMPACTA CRYSTAL PALACE, a dark blue, dark foliage, 4"..... | 1.70 | 20.00 |
| 4644 COMPACTA EMPEROR WILLIAM, a gentian blue, light foliage, 4"..... | 1.70 | 20.00 |
| 4638 COMPACTA MRS. CLIBRAN, a deep blue, white eye, dark foliage..... | 1.70 | 20.00 |
| 4652 HYBRIDA PENDULA SAPPHIRE..... | 1.70 | 20.00 |

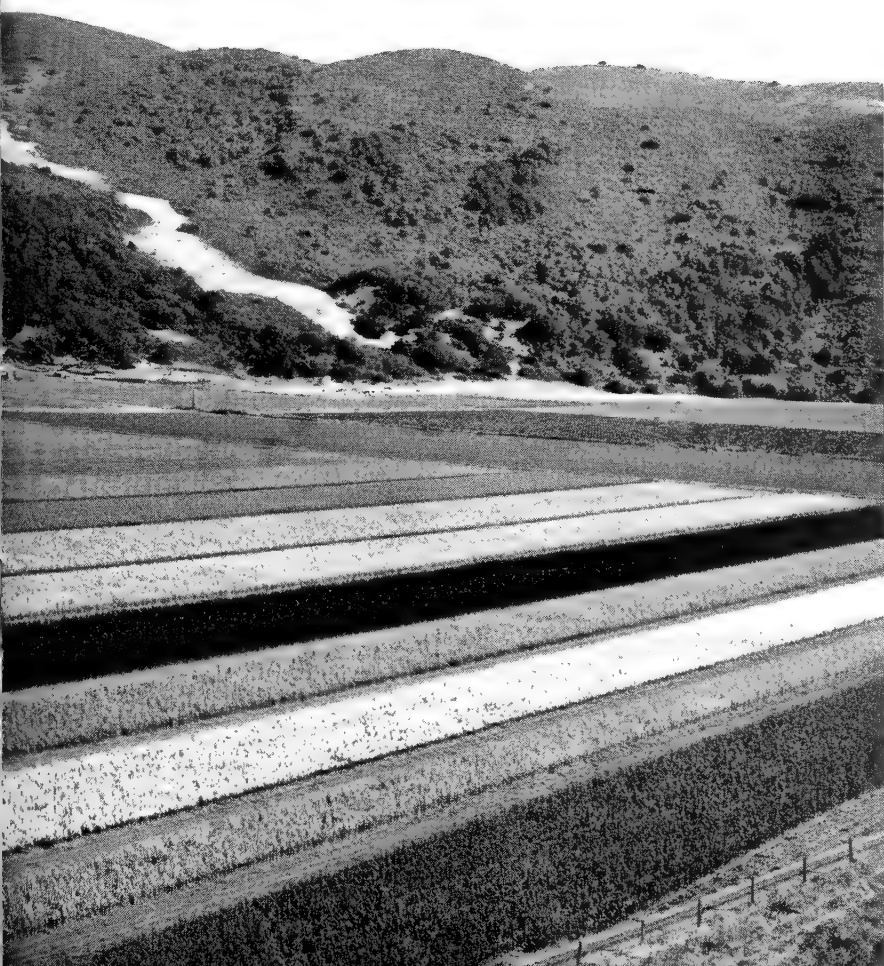
LUPINS ANNUAL

| | | |
|---------------------------------|-----|------|
| 4694 HARTWEGI FINEST MIXED..... | .35 | 3.50 |
|---------------------------------|-----|------|

LUPINS PERENNIAL

| | | |
|---|------|-------|
| 4710 RUSSELL, seed grown from originator's stock..... | 1.30 | 15.00 |
|---|------|-------|

IMPERIAL IN SEPARATE COLORS



ELECTRO #1076G LARKSPUR GIANT IMPERIAL
FINEST MIXED





Marigolds

MARIGOLD DWARF GIGANTEA *af* (Bodger)

Exceptionally fine new dwarf growing form of the very popular Gigantea type. Sweet scented, 4"-4 1/2" flowers on 12"-15" plants which are early, free flowering, neat and compact.

| | | Per oz. | Per lb. |
|------|---|---------|---------|
| 5052 | POT O'GOLD (Bodger), deep golden orange, 100% all double..... | .40 | 4.50 |
| 5054 | GYPSY JEWELS (Bodger), wide range brilliant shades of orange, yellow, and primrose..... | .35 | 4.00 |

MARIGOLD GIGANTEA *af* (Bodger)

A remarkable new sweet scented, robust growing, extremely large flowered type, ideal for show purposes, florist use and garden decoration.

| | | | |
|------|---|------|-------|
| 4988 | FULL DOUBLE ORANGE (Bodger), 5"-6" rich orange flowers, 2 1/2'-3' robust plants..... | 1.05 | 12.00 |
| 4986 | FULL DOUBLE MIXTURE (Bodger), 5"-6" flowers, varied color range, 2 1/2'-3' strong plants..... | .90 | 10.00 |
| 4994 | ORANGE SUNSET (Bodger), fine deep orange.... | .70 | 8.00 |
| 4998 | SUNSET GIANTS (Bodger), rich mixture..... | .65 | 7.00 |

MARIGOLD AFRICAN TALL DOUBLE *a*

| | | | |
|------|----------------------------------|-----|------|
| 4736 | FISTULOSA LEMON ALL DOUBLE..... | .70 | 8.00 |
| 4734 | FISTULOSA ORANGE ALL DOUBLE..... | .70 | 8.00 |
| 4748 | FISTULOSA ALL DOUBLE MIXED..... | .65 | 7.00 |
| 4746 | FISTULOSA GOOD MIXED..... | .45 | 5.00 |

MARIGOLD MISSION GIANT *af*

| | | | |
|------|---|-----|-------|
| 4708 | GOLDSMITH (B.M., A.A.S.'41), rich golden orange | .90 | 10.00 |
| 8510 | YELLOWSTONE (H.M., A.A.S.'42), vibrant yellow | .90 | 10.00 |
| 8512 | MIXTURE | .70 | 8.00 |

MARIGOLD CARNATION FLOWERED (Guinea Gold Type) *af*

The well-known, extremely popular loosely ruffled broad petaled flower form, on 2'-2 1/2' branching plants nearly 100% double.

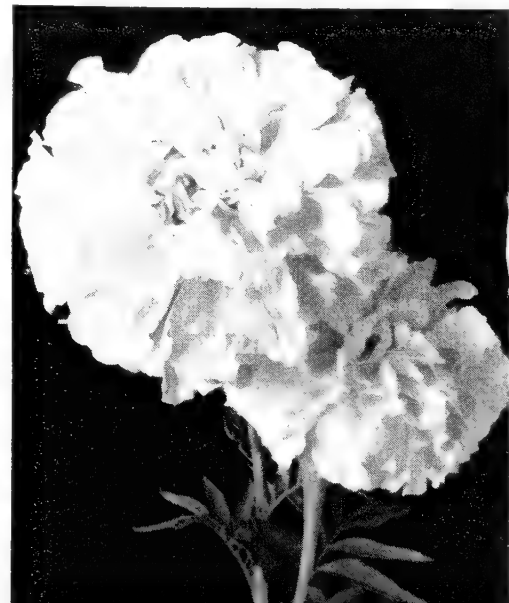
| | | Per oz. | Per lb. |
|------|--|---------|---------|
| 4704 | BURPEE GOLD, odorless strain of Guinea Gold | .40 | 4.50 |
| 4706 | GOLDEN WEST, early flowering, dwarfier strain of Guinea Gold..... | .35 | 4.00 |
| 4790 | GUINEA GOLD RESELECTED STRAIN (Bodger), rich orange, 2'2 1/2'..... | .35 | 4.00 |
| 4786 | YELLOW SUPREME (G.M., A.A.S.'35), creamy lemon yellow | .45 | 5.00 |

MARIGOLD COLLARETTE ODORLESS

Odorless foliated plants 2' tall, branching, 2 1/2" flowers with crested center and broad guard petals.

| | | | |
|------|---|-----|------|
| 4792 | CROWN OF GOLD (G.M., A.A.S.'37), bright golden orange | .45 | 5.00 |
|------|---|-----|------|

ELECTRO #1065F MARIGOLD CARNATION FLOW-
ERED GUINEA GOLD RESELECTED STRAIN



MARIGOLD HARMONY TYPE FRENCH af

A selection of new strains and varieties in the popular Harmony, crested center, type of French Marigold.

EXTRA DWARF DOUBLE, 6-8 inches

| | Per oz. | Per lb. |
|---|---------|---------|
| 5092 BUTTERBALL (Bodger) (B.M., A.A.S.'42), soft butter yellow | .60 | 6.50 |
| 8534 GOLD CREST (Bodger), golden yellow flowers, 2", crested center of quilled petals surrounded by several guard petals, very early, free flowering, especially suitable for bedding and border work | .60 | 6.50 |
| 5096 SPRY (S.M., A.A.S.'41), yellow bordered mahogany | .55 | 6.00 |
| 8532 SUNKIST (Bodger), bright golden orange | .60 | 6.50 |
| 8538 EXTRA DWARF DOUBLE FINEST MIXED | .45 | 5.00 |

DWARF DOUBLE, 12-14 inches

| | | |
|---|-----|------|
| 8540 GOLD (Bodger), golden yellow, very early, free flowering | .45 | 5.00 |
| 4798 HARMONY, early, golden yellow bordered maroon red | .30 | 3.00 |
| 8530 MELODY (B.M., A.A.S.'42), excellent rich orange | .45 | 5.00 |
| 5090 SPOTLIGHT (Bodger), rich yellow bordered mahogany red, 1 3/4", very early flowering | .30 | 3.00 |
| 5094 HARMONY HYBRIDS (Bodger), wide and varied range striking color combinations, 1 3/4" flowers with crested center and flanking guard petals, early | .30 | 3.00 |

TALL DOUBLE, 20-24 inches

| | | |
|---|-----|------|
| 5098 HARMONY MIXTURE (Bodger), tall growing form of Harmony Hybrids, fine for cutting | .30 | 3.00 |
|---|-----|------|

MARIGOLD FRENCH TALL a

| | | |
|--------------------------------|-----|------|
| 4816 DOUBLE FINEST MIXED | .30 | 3.00 |
|--------------------------------|-----|------|

MARIGOLD FRENCH DWARF a

| | | |
|--------------------------------|-----|------|
| 4856 SINGLE FLASH | .30 | 3.00 |
| 4838 DOUBLE FINEST MIXED | .30 | 3.00 |

MARIGOLD LILLIPUT a

| | | |
|---|-----|------|
| 4894 YELLOW PYGMY (H.M., A.A.S.'40), very dwarf bright yellow | .45 | 5.00 |
|---|-----|------|

MARIGOLD TAGETES SIGNATA PUMILA

| | | |
|-------------------------------------|-----|------|
| 4890 GNOME, golden yellow, 6" | .65 | 7.00 |
|-------------------------------------|-----|------|

MARVEL OF PERU (Four o'Clocks) a

| | | |
|----------------------------------|-----|------|
| 4886 TALL ALL COLORS MIXED | .20 | 1.75 |
|----------------------------------|-----|------|

MATHIOLA (Evening Scented Stock) a

| | | |
|-------------------------------|-----|------|
| 4904 BICORNIS, Lilac 2' | .20 | 2.00 |
|-------------------------------|-----|------|

MATRICARIA (Bridal Rose) p

| | | |
|---|-----|------|
| 4900 CAPENSIS ALBA PLENISSIMA (Feverfew), f white, double, 2' | .45 | 5.00 |
|---|-----|------|

MIGNONETTE (Reseda Odorata) a

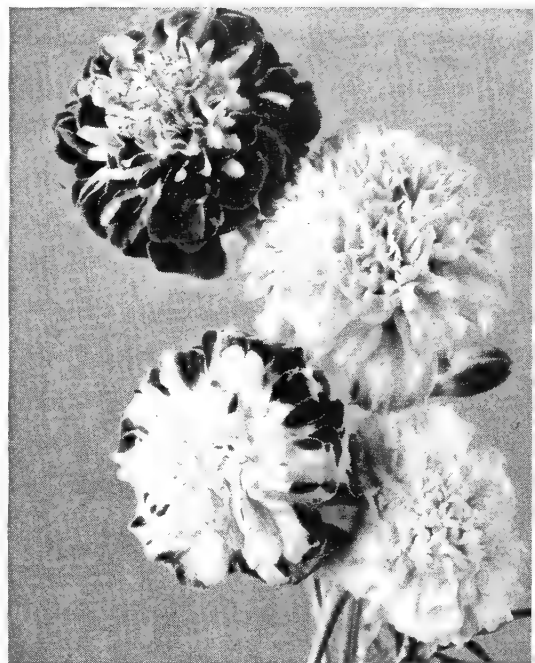
| | | |
|--|-----|------|
| 4920 ALLEN'S DEFIANCE | .20 | 2.00 |
| 4932 ODORATA GRANDIFLORA | .20 | 1.75 |
| 4940 MACHET IMPROVED | .20 | 2.00 |
| 4950 MACHET NEW YORK MARKET f. | .45 | 5.00 |
| 4958 MACHET SPECIAL MIXTURE, all Machet varieties .. | .25 | 2.50 |
| 4946 MACHET GOLDEN GOLIATH, true gold | .45 | 5.00 |
| 4948 MACHET GOLIATH RED, large red spikes | .45 | 5.00 |

MORNING GLORY (See Convolvulus and Ipomea)

MOURNING BRIDE (See Scabiosa)

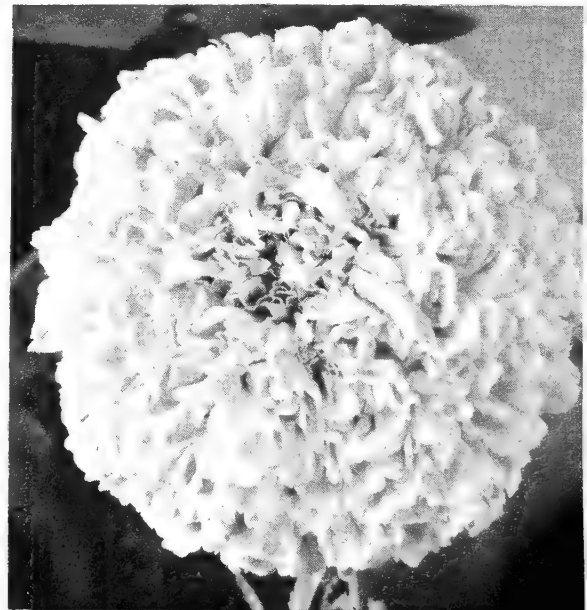


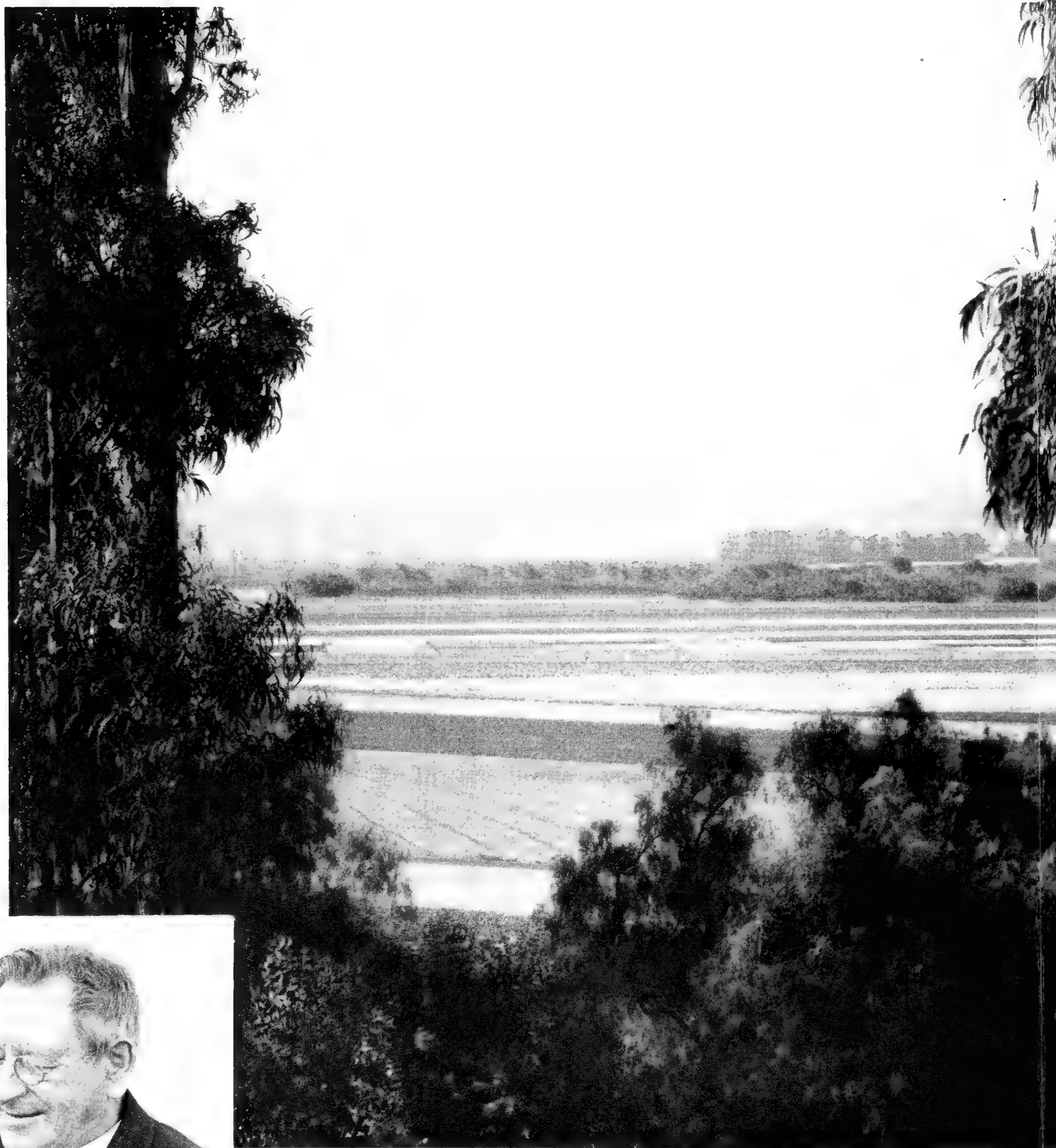
ELECTRO #1015G MARIGOLD EXTRA DWARF DOUBLE BUTTERBALL (COLOR PICTURE ON BACK PAGE)



ELECTRO #483F MARIGOLD DWARF DOUBLE HARMONY HYBRIDS

ELECTRO #482G MARIGOLD GIGANTEA FULL DOUBLE ORANGE

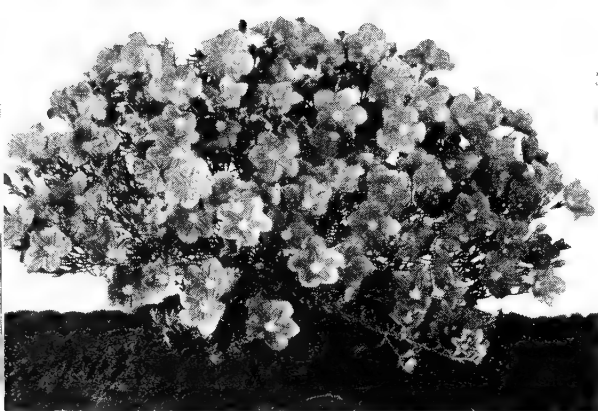




Fifty-seven years ago, there came from England a wise and kindly man who was capable of great dreams, and of the hard, back-breaking work that makes great dreams come true. He established himself and his family on five acres of land in Santa Paula, California, and settled down to till the land and support his children. Life was not easy during his first years in his adopted country, but neither was he a man to let hardship dull his keen wit or his optimistic nature. His enterprise prospered and he became a respected man in the seed trade; soon his sons entered his business and carried it on. His picture is on these pages: John Bodger, founder of the firm which bears his name. The Bodger



organization is today a realization of the great aspirations of its founder. The original five acres have been increased to several hundred times that number, spread over the broad reaches of California as he dreamed they would be. The company's center of operations, moved in time to Gardena and later to El Monte, California, now include many buildings, all in the traditional Spanish architecture of Southern California. The firm does an international business, and its exports are one of the primary reasons why California flower seeds have become the standard of the world. The picture above of a great field of flowers in full bloom is a living memorial to the faith and constant work of John Bodger. It is a tribute to the freedom of opportunity that is the strength of this nation, and a credit to the present-day members of the Bodger organization. John Bodger would have liked this picture; it is printed here in appreciation of his courageous spirit.



ELECTRO #1013E NIEREMBERGIA DWARF PURPLE ROBE
(COLOR PICTURE ON BACK PAGE)



ELECTRO #1067G PANSY ENGELMANN'S GIANT

ELECTRO #49H NASTURTIUM SEMI-DBL. GOLDEN GLEAM
(COLOR PICTURE ON BACK PAGE)



Nasturtium

NASTURTIUM SEMI-DOUBLE SWEET SCENTED GLEAM (Bodger) af

| | | Per oz. | Per lb. |
|------|--|---------|---------|
| 5000 | GOLDEN GLEAM (Bodger) (G.M., A.A.S.'33, A.M., R.H.S.'32), golden yellow..... | .15 | 1.25 |
| 5018 | MAHOGANY, dark mahogany red..... | .15 | 1.25 |
| 5040 | SALMON GLEAM (Bodger), delicate golden salmon | .15 | 1.25 |
| 5010 | SCARLET GLEAM (Bodger) (G.M., A.A.S.'35), scarlet | .15 | 1.25 |
| 5050 | GLORIOUS GLEAM HYBRIDS FINEST MIXED (Bodger) (S.M., A.A.S.'35), wide assortment colors | .15 | 1.25 |

NASTURTIUM DWARF SEMI DOUBLE (Sweet Scented) a

| | | | |
|------|--|-----|------|
| 5060 | GOLDEN GLOBE (S.M., A.A.S.'36), golden yellow | .15 | 1.50 |
| 5078 | GEM MIXTURE (Bodger), dwarf, compact, excellent color range..... | .15 | 1.50 |

NASTURTIUM DWARF SINGLE (Indian Cress) ra

| | | | |
|------|--------------------|-----|------|
| 5148 | FINEST MIXED | .15 | 1.25 |
|------|--------------------|-----|------|

NASTURTIUM TRAILING AND TALL VARIETIES ac

| | | | |
|------|--|-----|------|
| 5208 | SPECIAL MIXTURE, including dark leaved varieties | .15 | 1.25 |
|------|--|-----|------|

NEMESIA STRUMOSA GRANDIFLORA (Suttoni) ra

| | | | |
|------|--|------|-------|
| 5228 | FINEST MIXED, very bright mixture..... | 2.55 | 30.00 |
|------|--|------|-------|

NEMESIA NANA COMPACTA ra

| | | | |
|------|--|------|-------|
| 5238 | SUPERBISSIMA MIXED, large flowered bright shades | 2.55 | 30.00 |
|------|--|------|-------|

NEMOPHILA INSIGNIS ra

| | | | |
|------|-----------------------------------|-----|------|
| 5256 | BLUE (Baby Blue Eyes), 5"-6"..... | .25 | 2.50 |
|------|-----------------------------------|-----|------|

NICOTIANA AFFINIS (Sweet Scented Flowering Tobacco) af

| | | | |
|------|-----------------|-----|------|
| 5286 | WHITE, 3' | .35 | 4.00 |
| 5288 | HYBRIDS | .35 | 4.00 |

NIGELLA DAMASCENA DOUBLE a

| | | | |
|------|---|-----|------|
| 5300 | MISS JEKYLL (Love in a Mist), cornflower blue.. | .25 | 2.50 |
| 5308 | MIXED | .20 | 2.00 |

NIEREMBERGIA DWARF (Cup Flower) a

| | | Per 1/4 oz. | Per oz. | ← |
|------|--|-------------|---------|---|
| 5278 | PURPLE ROBE (Bodger) (B.M., A.A.S.'42), rich deep violet purple, dwarf, compact, does not fade | 4.50 | 15.00 | |
| 5298 | HIPPOMANICA (Dwarf Cup Flower), lavender blue, dwarf, compact..... | 3.00 | 10.00 | |

OENOTHERA (Evening Primrose)

| | | Per oz. | Per lb. | ← |
|------|--|---------|---------|---|
| 5324 | LAMARCKIANA (Evening Scented Primrose), yellow, 3' | .10 | 1.00 | |

OLD MAID'S PINCUSHION (See Scabiosa)

PANSY (Heart's Ease) p

| | | | | |
|------|--|--|--|--|
| 5342 | ENGELMANN'S GIANT f, dark and light shades, huge flowers, compact and early flowering, choice bedding and cut flower strain. | | | |
|------|--|--|--|--|

Through an arrangement with Carl Engelmann Ltd., originator and grower of these fine Pansies, we are offering originator's seed in sealed packets.

| 1/8 oz. | 1/4 oz. | 1/2 oz. | 1 oz. | 1/4 lb. | 1/2 lb. | 1 lb. | ← |
|---------|---------|---------|-------|---------|---------|-------|-------|
| .75 | 1.50 | 2.75 | 5.25 | 10.00 | 25.00 | 50.00 | 95.00 |

NOTE: The above prices on Pansy Engelmann's Strain apply to sales in the United States and Canada. Prices for other countries on application.

| | | Per oz. | Per lb. | ← |
|------|--|---------|---------|---|
| 5354 | AMERICA, Special Florists' Strain, f superior mixture of light shades..... | 6.25 | 75.00 | |
| 5362 | MASTERPIECE, frilled, very large, fine mixture.. | 3.75 | 45.00 | |
| 5364 | OREGON GIANTS, very fine mixture of giant types | 5.45 | 65.00 | |
| 5352 | SWISS GIANT EXTRA FINEST MIXED..... | 4.25 | 50.00 | |
| 5366 | TRIMARDEAU CHOICE MIXED..... | 2.55 | 30.00 | |

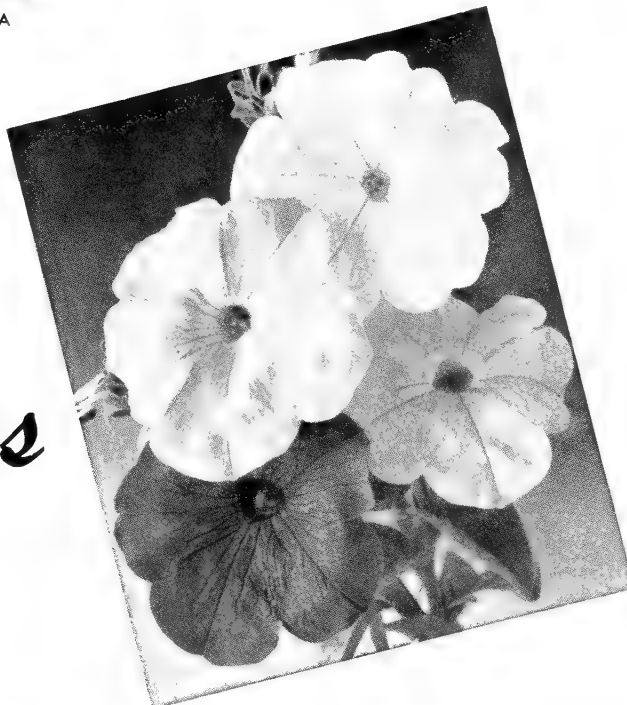
PAPAVER (See Poppy)





ELECTRO #1068F PETUNIA HYBRIDA NANA
ERECTA ROSY MORN

Petunias



ELECTRO #1036F PETUNIA BALCONY FINEST MIXED



ELECTRO #1035F PETUNIA GRANDIFLORA SINGLE
FRINGED FLUFFY RUFFLES

PETUNIA HYBRIDA α

| | | Per oz. | Per lb. |
|------|---|---------|---------|
| 5412 | BLUE BEE, Viola Jersey Gem color..... | 1.30 | 15.00 |
| 5432 | FLAMING VELVET (G.M., A.A.S.'36), velvety blood red | 2.15 | 25.00 |
| 5418 | GENERAL DODDS, blood red..... | 1.70 | 20.00 |
| 5422 | HOWARD'S STAR, reddish purple, white star..... | 1.70 | 20.00 |
| 5400 | RADIANCE (S.M., A.A.S.'41), rich cerise rose, salmon undertone, yellow throat..... | 2.15 | 25.00 |
| 5436 | ROSE KING IMPROVED (B.M., A.A.S.'36), greatly improved strain | 1.30 | 15.00 |
| 5438 | TOPAZ ROSE (B.M., A.A.S.'38), fiery rose suffused gold, throat topaz..... | 1.70 | 20.00 |
| 5430 | VIOLACEA, deep violet..... | 1.30 | 15.00 |
| 5410 | WHITE KING | 1.30 | 15.00 |
| 5440 | SPECIAL MIXTURE | 1.10 | 12.50 |

PETUNIA HYBRIDA NANA ERECTA α

| | | Per oz. | Per lb. |
|------|--|---------|---------|
| 5482 | BLUE BEDDER, mid blue..... | 1.70 | 20.00 |
| 5484 | CELESTIAL ROSE, deep rose, compact..... | 1.70 | 20.00 |
| 5496 | ROSE OF HEAVEN, extra select, brilliant rose, dwarf..... | 1.70 | 20.00 |
| 5500 | ROSY MORN, rose, extra select, white throats, dwarf..... | 1.70 | 20.00 |
| 5516 | SNOW QUEEN, large flowers, white..... | 1.70 | 20.00 |
| 5512 | VIOLACEA, deep velvety purple..... | 1.70 | 20.00 |
| 5528 | FINEST MIXED | 1.70 | 20.00 |

PETUNIA BALCONY (Hybrida Pendula) α

| | | | |
|------|---|------|-------|
| 5544 | BLACK PRINCE, deep velvety red..... | 3.40 | 40.00 |
| 5532 | DEEP BLUE (H.C., R.H.S.'35)..... | 2.15 | 25.00 |
| 5536 | RED (Crimson) | 2.15 | 25.00 |
| 5538 | ROSE, clear rose, golden throat, large flowers..... | 2.15 | 25.00 |
| 5542 | WHITE (A.M., R.H.S.'35)..... | 2.15 | 25.00 |
| 5558 | FINEST MIXED | 1.70 | 20.00 |

PETUNIA GRANDIFLORA NANA COMPACTA α

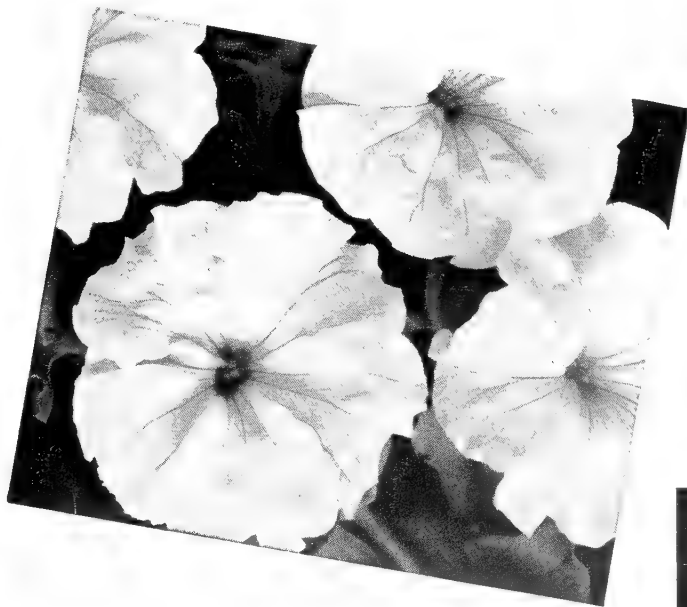
| | | Per 1/8 oz. | Per 1/4 oz. | Per oz. | ← |
|------|---|-------------|-------------|---------|---|
| 5444 | VELVET BALL (B.M., A.A.S.'39), round, compact, ball shaped 8" plants, freely producing 2 1/2" velvety blood red blooms, excellent new type.... | 2.00 | 6.00 | 20.00 | |
| 5446 | KING HENRY, velvety red..... | 2.00 | 6.00 | 20.00 | |

PETUNIA GRANDIFLORA SINGLE FRINGED α

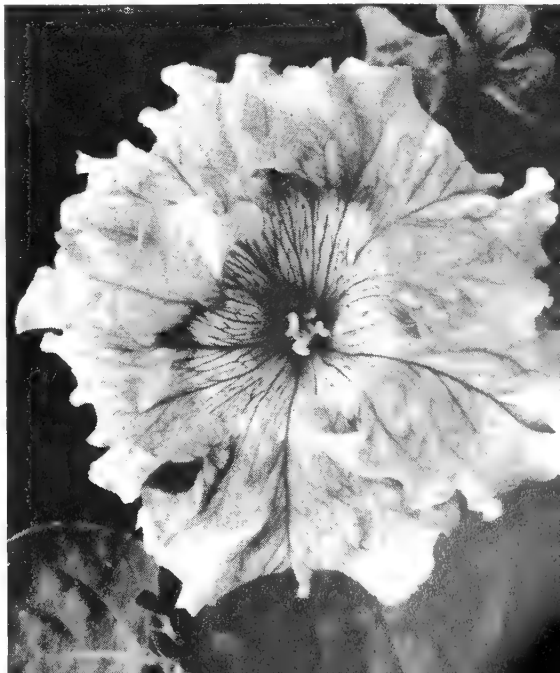
| | | | | |
|------|---|------|------|-------|
| 5606 | DAINTY LADY (Bodger), (A.M., R.H.S.'35, S.M., A.A.S.'36), delicate yel- low, compact | 2.00 | 6.00 | 20.00 |
| 5586 | PINK TRIUMPH, bright rose pink..... | 2.00 | 6.00 | 20.00 |
| 5598 | THEODOSIA (H.C., R.H.S.'35), largest fringed rose, gold throat..... | 2.00 | 6.00 | 20.00 |



ELECTRO #1034F PETUNIA GIANTS OF CALIFORNIA GLAMOUR (COLOR PICTURE ON BACK PAGE)



ELECTRO #1033F PETUNIA GRANDIFLORA SINGLE PLAIN EDGED SNOWSTORM IMPROVED



ELECTRO #402G PETUNIA GIANTS OF CALIFORNIA BODGER'S SUPREME FLORIST STRAIN

| | Per 1/8 oz. | Per 1/4 oz. | Per oz. |
|--|-------------|-------------|---------|
| 5624 FLUFFY RUFFLES, a delightful mixture, containing numerous shades of veined and bi-color Pink and Rose combinations not found in the separate color varieties. All flowers are finely fringed and so heavily ruffled that they appear double. By far the finest choice Petunia for home gardens, and a prime favorite with florists..... | 2.00 | 6.00 | 20.00 |
| 5604 WHITE BEAUTY | 2.00 | 6.00 | 20.00 |
| 5626 FIMBRIATA CHOICE MIXED..... | 1.80 | 5.40 | 18.00 |
| PETUNIA GRANDIFLORA SINGLE PLAIN EDGED a | | | |
| 5656 BURGUNDY (B.M., A.A.S.'37), rich wine red, contrasting white throat..... | 2.00 | 6.00 | 20.00 |
| 5658 DWARF ELK'S PRIDE, deep velvety purple, compact | 2.00 | 6.00 | 20.00 |
| 5636 ELK'S PRIDE, largest, darkest, and best velvety purple | 2.00 | 6.00 | 20.00 |
| 5732 FLAMING VELVET (Bodger), luscious velvety blood red | 2.00 | 6.00 | 20.00 |
| 5642 PINK GLORY IMPROVED, deep rose, white throat, dwarf | 2.00 | 6.00 | 20.00 |
| 5660 SNOW QUEEN, pure white..... | 2.00 | 6.00 | 20.00 |
| 5662 SNOWSTORM IMPROVED, glistening white shading yellow in throat, 4"-5" flowers.... | 2.00 | 6.00 | 20.00 |
| 5668 SPECIAL MIXTURE, light and dark shades.... | 1.80 | 5.40 | 18.00 |
| PETUNIA GIANTS OF CALIFORNIA a | | | |
| 5714 GLAMOUR (Bodger) (H.M., A.A.S.'42), luscious salmon rose, huge ruffled blooms.... | 3.50 | 10.50 | 35.00 |
| 5718 BODGER'S SUPREME FLORIST STRAIN (Bodger) extremely large flowers, in shades of rose, pink, salmon, copper and other delightful soft pastel tints..... | 3.00 | 9.00 | 30.00 |

| | Per 1/8 oz. | Per 1/4 oz. | Per oz. |
|--|-------------|-------------|---------|
| 5710 BODGER'S SPECIAL MIXTURE, f a well balanced mixture of light and dark colors, fringed and ruffled, with attractive deep throats, many beautifully veined..... | 2.50 | 7.50 | 25.00 |

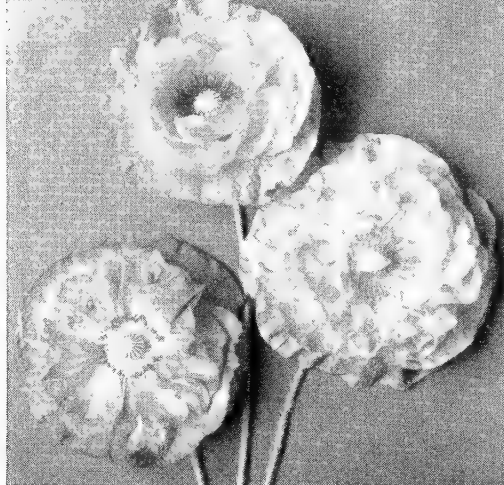
PETUNIA DWARF GIANTS OF CALIFORNIA (Bodger) af

A dwarf sturdy growing type especially suited to pot culture. Flowers are beautifully ruffled and fringed with open well marked throats.

| | Per 1/8 oz. | Per 1/4 oz. | Per oz. |
|--|-------------|-------------|---------|
| 5700 RAMONA STRAIN DARK SHADES..... | 3.00 | 9.00 | 30.00 |
| 5702 RAMONA STRAIN LIGHT SHADES..... | 3.00 | 9.00 | 30.00 |
| 5704 RAMONA STRAIN DARK AND LIGHT SHADES | 3.00 | 9.00 | 30.00 |



ELECTRO #1020G PRIMULA GIANT MALACOIDES DOUBLE
FIRST LADY



ELECTRO #1037E POPPY DOUBLE SHIRLEY
FINEST MIXED



ELECTRO #1038C PHLOX DRUMMONDI
FINEST MIXED

PHACELIA α

5760 CAMPANULARIA (California Blue Bells) r gentian blue, 8"..... .30 3.00 ←

PHLOX α Separate colors and mixtures..... (Write for Prices)

POPPY NUDICAULE (Iceland Poppy) pf

LONG STEMMED, GIANT FLOWERING STRAINS

(Best for Florist Use)

| | Per oz. | Per lb. |
|---|---------|---------|
| 5872 YELLOW EMPEROR, fine yellow, in a true Nudicaule Poppy..... | 1.70 | 20.00 |
| 5876 GARTFORD GIANT ART SHADES, Special Strain, excellent pastel mixture..... | 1.70 | 20.00 |
| 5878 GARTFORD GIANTS MIXED (A.M., R.H.S.'40), fine rich mixture, excellent stems.... | 1.70 | 20.00 |
| 5860 THE EMPEROR (Bodger) (H.C., R.H.S.'40), extremely large flowered, orange..... | 1.30 | 15.00 |
| 5862 THE EMPRESS (Bodger), very large flowered, delightful salmon rose shades..... | 1.30 | 15.00 |
| 5868 IMPERIAL JEWELS MIXTURE (Bodger), extraordinary new Iceland Poppy, complete color range, solid strong colors and pastels..... | 1.30 | 15.00 |
| 5850 EL MONTE (Bodger), f deep tangerine orange..... | 1.30 | 15.00 |
| 5856 SANDFORD'S GIANTS FINEST MIXED, f vigorous growers, long stems, fine colors.. | 1.50 | 18.00 |
| 5874 SINGLE FINEST MIXED..... | 1.30 | 15.00 |

AUSTRALIAN EARLY GIANT STRAINS

| | | |
|--|------|-------|
| 5842 ROSEUM (Coonara Pinks), f fine mixture light shades, large flowers..... | 1.30 | 15.00 |
| 5846 SUNBEAM HYBRIDS FINEST MIXED..... | 1.30 | 15.00 |

POPPY DOUBLE SHIRLEY α

| | | |
|---------------------------------------|-----|------|
| 5956 SWEET BRIAR, deep rose pink..... | .30 | 3.00 |
| 5968 FINEST MIXED | .25 | 2.50 |

POPPY SINGLE SHIRLEY α

| | | |
|---|-----|------|
| 5970 AMERICAN LEGION, brilliant scarlet, white maltese cross..... | .25 | 2.50 |
| 5986 FINEST MIXED | .20 | 2.00 |

POPPY ORIENTAL p

| | | |
|--------------------|------|-------|
| 5992 SCARLET | 1.30 | 15.00 |
| 5994 MIXED | 1.70 | 20.00 |

PORTULACA (Moss Rose, Sun Plant) ra

| | | |
|--|------|-------|
| 6020 GRANDIFLORA DOUBLE MIXED, extra select..... | 1.10 | 12.50 |
| Very fine mixture, well blended, with an exceptional range of colors and high percentage of doubles. | | |
| 6024 GRANDIFLORA SINGLE MIXED..... | .55 | 6.00 |

POT MARIGOLD (See Calendula)

PRIMULA GIANT MALACOIDES (Bodger) af

Excellent new strain, strong robust plants, extremely large well formed rounded flowers produced in abundance on heavy wiry stems.

| | Large Trade Packets | Suggested Retail Price | Half Packets | Suggested Retail Price | ← |
|--|---------------------------|------------------------------|-----------------|------------------------------|---|
| 6012 DOUBLE CAMEO, orchid lavender..... | .75 | 1.50 | .40 | .75 | |
| 6072 DOUBLE FAIRY JEWELS, rich rose pink..... | .75 | 1.50 | .40 | .75 | |
| 6014 DOUBLE FIRST LADY, white with pink tinge..... | .75 | 1.50 | .40 | .75 | |
| 6068 DOUBLE TWINKLES, soft flesh pink..... | .75 | 1.50 | .40 | .75 | |
| 6018 DOUBLE MIXTURE | .75 | 1.50 | .40 | .75 | |
| 6074 SINGLE ENCHANTRESS, soft salmon rose..... | .75 | 1.50 | .40 | .75 | |
| 6078 SINGLE LAVENDER GLORY, soft mauve lavender, extra large blooms | .50 | 1.00 | .30 | .50 | |
| 6076 SINGLE SNOW FLAKE, pure white..... | .50 | 1.00 | .30 | .50 | |
| 6082 SINGLE SWEETHEART, unique bicolor..... | .75 | 1.50 | .40 | .75 | |
| 6080 SINGLE MIXTURE, including many new shades..... | .50 | 1.00 | .30 | .50 | |

PYRETHRUM (Chrysanthemum) p

| | Per oz. | Per lb. | ← |
|---------------------------------|---------|---------|---|
| 6066 ROSEUM SINGLE MIXED f..... | 2.55 | 30.00 | |

QUEEN ANNE'S LACE FLOWER af

| | | | |
|--|-----|------|--|
| 6070 WHITE, 2'-2 1/2', fine cut flower filler..... | .30 | 3.00 | |
|--|-----|------|--|

RESEDA (See Mignonette)

RANUNCULUS

| | | | |
|---------------------------|------|-------|--|
| SUPERBA FINEST MIXED..... | 4.50 | 50.00 | |
|---------------------------|------|-------|--|

RICINUS (Castor Beans) a

| | | | |
|---------------------------------------|-----|-----|--|
| 6102 ZANZIBARIENSIS FINEST MIXED..... | .10 | .75 | |
| 6104 MIXED VARIETIES | .10 | .60 | |

ROCK GARDEN MIXTURES

| | | | |
|-------------------------------|-----|------|--|
| 6110 ANNUAL FINEST MIXED..... | .30 | 3.00 | |
|-------------------------------|-----|------|--|

SALPIGLOSSIS EMPEROR or SUPERBISSIMA (Painted Tongue, Velvet Flower) a

| | | | |
|--|-----|------|--|
| 6184 FINEST MIXED | .40 | 4.50 | |
| 6186 GLOXINIAFLORA MIXED, veined varieties only..... | .45 | 5.00 | |

SALVIA

| | | | |
|--|------|-------|--|
| 6218 FARINACEA BLUE BEDDER, p deep blue, 3'..... | 3.50 | 40.00 | |
|--|------|-------|--|

SANVITALIA PROCUMBENS (Creeping Zinnia) a

| | Per oz. | Per lb. | |
|-------------------|---------|---------|--|
| 6230 DOUBLE | .55 | 6.00 | |

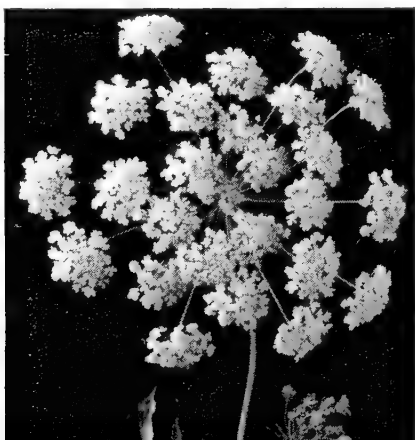
SAPONARIA VACCARIA

| | | | |
|-----------------------|-----|------|--|
| 6240 ROSEA, a 2'..... | .15 | 1.50 | |
|-----------------------|-----|------|--|

ELECTRO #488F SALPIGLOSSIS EMPEROR
FINEST MIXED



ELECTRO #388D QUEEN ANNE'S LACE
FLOWER WHITE



ELECTRO #397G POPPY NUDICAULE IMPERIAL
JEWELS MIXTURE



Scabiosa

SCABIOSA IMPERIAL GIANTS *af* (Bodger)

A great advance in annual Scabiosa development, an outstanding achievement. Extremely large, well formed flowers which are fully double, composed entirely of broad frilly petals, rounded bee hive shape. Plants very upright growing 42"-48" tall, long heavy wiry stems, excellent for florist or garden use.

Per oz. Per lb.

8140 BLUE MOON (Bodger) (H.M., A.A.S.'39), very large
fully double flowers, deep lavender blue, strong
wiry stems, excellent cut flower type..... .45 5.00

| | | | |
|------|---|-----|------|
| 8150 | IMPERIAL HYBRIDS, new and unusual colors..... | .35 | 4.00 |
|------|---|-----|------|

SCABIOSA LARGE FLOWERED TALL DOUBLE

(Old Maid's Pincushion, Mourning Bride) *a*

| | | | |
|------|---|-----|------|
| 6246 | AGERATUM BLUE, mid blue..... | .35 | 4.00 |
| 6248 | AZURE FAIRY, azure blue..... | .35 | 4.00 |
| 6250 | BLACK PURPLE (Black Prince, King of the Blacks)..... | .35 | 4.00 |
| 6252 | BLUE COCKADE (A.M., R.H.S.), deep blue..... | .35 | 4.00 |
| 6258 | CHERRY RED or CRIMSON..... | .35 | 4.00 |
| 6266 | LOVELINESS, salmon rose shades..... | .35 | 4.00 |
| 6268 | PEACH BLOSSOM, deep flesh..... | .35 | 4.00 |
| 6270 | ROSE..... | .35 | 4.00 |
| 6276 | ROSETTE, deep rose suffused salmon..... | .35 | 4.00 |
| 6272 | SHASTA, pure white, very large..... | .35 | 4.00 |
| 6280 | FINEST MIXED, from separate colors..... | .35 | 3.50 |
| 6282 | ALL COLORS MIXED..... | .30 | 3.00 |
| 6284 | GIANT FLOWERED HYBRIDS MIXED, large flowers, unusual colors (B.M., A.A.S.'34)..... | .35 | 4.00 |

SCABIOSA CAUCASICA (Blue Bonnet) *p*

6290 GIANT HYBRIDS (Isaac House Strain), *f* fringed and
ruffled, shades of blue from lavender to dark blue,
very large flowers..... 2.15 25.00

SCARLET RUNNER BEANS (See Beans)

SCHIZANTHUS GRANDIFLORA HYBRIDS *a*

Use Schizanthus flowers in corsages. They are long lasting and make up
very attractively.

6352 DR. BADGER'S IMPROVED GIANT FLOWERED
HYBRIDS, *af* large flowers, brilliant range of
colors, from light pink to deep purple through rose,
but without any whites, each flower with a large
golden blotch. Plants compact, 12"-14". Out-
standing for the best florist trade..... 1.70 20.00

6334 BUTTERFLY MIXTURE (Bodger), fine bright mixture,
free flowering, compact pyramidal plants, 12"-15"..... 1.30 15.00

SCHIZANTHUS WISETONENSIS (Butterfly Flower) *a*

6322 FINEST MIXED..... .60 6.50

SHASTA DAISY (See Chrysanthemum Leucanthemum)

SNOW ON THE MOUNTAIN (See Euphorbia)

STATICE (Sea Lavender)

6426 SUWOROWI (Russian), *a* bright rose spikes, 30"..... .65 7.50

STATICE SINUATA *af*

| | | | |
|------|--|-----|------|
| 6442 | KAMPF'S TALL IMPROVED, deepest blue..... | .20 | 2.00 |
| 6444 | LAVENDER QUEEN..... | .20 | 2.00 |
| 6460 | PASTEL SHADES..... | .20 | 2.00 |
| 6446 | ROSEA SUPERBA..... | .20 | 2.00 |
| 6450 | SNOW WHITE, greatly improved white..... | .20 | 2.00 |
| 6452 | TRUE BLUE, extra deep..... | .20 | 2.00 |
| 6456 | YELLOW (Bonduelli)..... | .20 | 2.00 |
| 6466 | CHOICE MIXED..... | .20 | 1.75 |

STRAWBERRY

6844 BARON SOLEMACHER, improved strain bearing
large, delicious red fruit, edible..... 8.50 100.00

ELECTRO #1039G SCABIOSA IMPERIAL GIANT
BLUE MOON

ELECTRO #1042E STATICE SINUATA KAMPF'S TALL
IMPROVED (BLUE)

ELECTRO #255G SCABIOSA LARGE FLOWERED TALL
DOUBLE FINEST MIXED
(COLOR PICTURE ON BACK PAGE)

Stocks

DOUBLE LARGE FLOWERING DWARF TEN WEEK *af*

Dwarf, compact, branching, fine for bedding, 12".

| | | Per oz. | Per lb. |
|------|--|---------|---------|
| 6484 | BLOOD RED 27— <i>shading of 24</i> | 1.05 | 12.00 |
| 6490 | BRILLIANT ROSE or CARMINE PINK, soft rose pink 627/1 and 627/2..... | 1.05 | 12.00 |
| 6492 | CANARY YELLOW or DEEP CREAM 603/3—center 603/2 | 1.05 | 12.00 |
| 6502 | CRIMSON 27— <i>shading of 24</i> | 1.05 | 12.00 |
| 6508 | DEEP ROSE or CARMINE 28—center 630..... | 1.05 | 12.00 |
| 6510 | FLESH 621/3 | 1.05 | 12.00 |
| 6512 | LAVENDER, silvery lilac 634/2 | 1.05 | 12.00 |
| 6514 | LIGHT BLUE or AZURE BLUE 32/1..... | 1.05 | 12.00 |
| 6518 | PANSY VIOLET or ROYAL PURPLE 732— <i>reddish shading</i> | 1.05 | 12.00 |
| 6524 | PURPLE or DARK BLUE 732/2..... | 1.05 | 12.00 |
| 6528 | WHITE | 1.05 | 12.00 |
| 6536 | FINEST MIXED, from named varieties..... | .70 | 8.00 |
| 6538 | GOOD MIXED | .45 | 5.00 |

MAMMOTH DOUBLE EARLY BRANCHING NICE *af*

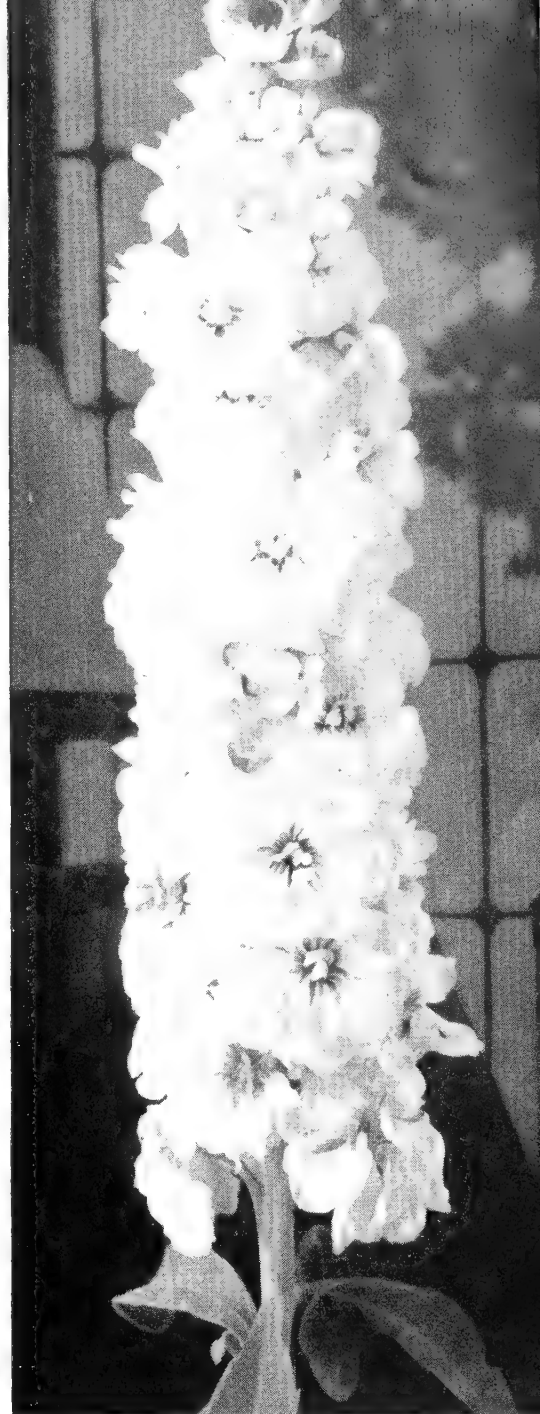
Coming into flower just as early as the Dwarf Ten Week varieties, and forming plants pyramidal in shape. This is the most popular class for general use. Height 18".

| | | | |
|------|--|------|-------|
| 6584 | AMERICAN BEAUTY, deep rose 28—center 630..... | 1.05 | 12.00 |
| 6628 | APRICOT BEAUTY, apricot rose, cream ground 606/3— <i>tinged old rose</i> —center 3/3..... | 1.05 | 12.00 |
| 6588 | AURORA (Chamois), cream, tinted old rose 606/3— <i>tingled old rose</i> —center 3/3..... | 1.05 | 12.00 |
| 6590 | BEAUTY OF NICE, deep flesh 621/3..... | 1.05 | 12.00 |
| 6592 | BELLE OF NAPLES, old rose..... | 1.05 | 12.00 |
| 6596 | COTE D'AZURE, light blue 32/1..... | 1.05 | 12.00 |
| 6602 | LLOYD GEORGE, blood red 27— <i>shading of 24</i> | 1.05 | 12.00 |
| 6606 | MONT BLANC, pure white..... | 1.05 | 12.00 |
| 6608 | MONTE CARLO, canary yellow 603/3—center 603/2 | 1.05 | 12.00 |
| 6612 | PARMA VIOLET or SILVERY LILAC 634/2..... | 1.05 | 12.00 |
| 6614 | QUEEN ALEXANDRIA, rosy lilac 630 and 630/1— <i>white center</i> | 1.05 | 12.00 |
| 6610 | ROSE PINK, soft rose pink 627/1 and 627/2..... | 1.05 | 12.00 |
| 6618 | SALMON KING, deep rose with salmon 29/1— center 3/3 | 1.05 | 12.00 |
| 6622 | SOUVENIR DE MONACO, crimson 27— <i>shading of 24</i> | 1.05 | 12.00 |
| 6624 | SUMMER NIGHT, dark blue 732/2..... | 1.05 | 12.00 |
| 6638 | FINEST MIXED | .90 | 10.00 |
| 6636 | GOOD MIXED | .70 | 8.00 |

DOUBLE EARLY GIANT IMPERIAL (Improved Bismarck) *af*

Of branching habit, the large flowers and long stems of this class make it especially desirable for cutting. Very early blooming and produces a high percentage of doubles. Height 26".

| | | | |
|------|---|------|-------|
| 6640 | ANTIQUE COPPER, rich Hellebore red..... | 1.70 | 20.00 |
| 6642 | BLOOD RED 27— <i>shading of 24</i> | 1.70 | 20.00 |
| 6644 | BLUSH (Apple Blossom) <i>white tinted</i> 623/3..... | 1.70 | 20.00 |
| 6646 | BUTTERCUP, rich yellow 603/3—center 603/2..... | 1.70 | 20.00 |
| 6648 | CANARY YELLOW (Golden Ball) 603/2..... | 1.70 | 20.00 |
| 6650 | CHAMOIS, ivory, tinted old rose 606/3 <i>tinged old rose center 3/3</i> | 1.70 | 20.00 |
| 6682 | CRIMSON | 1.70 | 20.00 |
| 6654 | DARK BLUE or PURPLE 732/2..... | 1.70 | 20.00 |



ELECTRO #1041H STOCK DOUBLE GIANT
COLUMN GARDENIA

ELECTRO #1040F STOCK DOUBLE EARLY GIANT
IMPERIAL FINEST MIXED



| DOUBLE EARLY GIANT IMPERIAL (Improved Bismarck) of Continued | | Per oz. | Per. lb. |
|---|--|---------|----------|
| 6656 | ELK'S PRIDE, royal purple 732—reddish shading..... | 1.70 | 20.00 |
| 6658 | FIERY BLOOD RED 27—shading of 24..... | 1.70 | 20.00 |
| 6660 | FLESH, bright flesh 621/3..... | 1.70 | 20.00 |
| 6662 | GOLDEN ROSE, light golden rose 630 and 630/1—center 3/2..... | 1.70 | 20.00 |
| 6664 | LAVENDER, silver lilac 634/2..... | 1.70 | 20.00 |
| 6666 | LILAC or LIGHT BLUE 32/1..... | 1.70 | 20.00 |
| 6672 | ROSE, deep rose pink 630 and 630/1—white center..... | 1.70 | 20.00 |
| 6674 | SANTA MARIA, giant pure white..... | 1.70 | 20.00 |
| 6676 | SHASTA, glistening white, tall, robust..... | 1.70 | 20.00 |
| 6680 | SNOW WHITE (Bodger), large flowered, shimmering snowy white, early blooming..... | 2.15 | 25.00 |
| 6688 | FINEST MIXED..... | 1.30 | 15.00 |
| 6690 | GOOD MIXED..... | .90 | 10.00 |

DOUBLE GIANT COLUMN (Improved Excelsior) of

Immense fully double close spaced flowers, one 2'-2 1/2' spike per plant. This strictly non-branching strain is in very great demand by florists.

| | | | |
|------|--|------|-------|
| 6784 | BALL WHITE 16, pure white..... | 5.00 | 60.00 |
| 6816 | GARDENIA (Bodger), huge, glistening white..... | 5.00 | 60.00 |
| 6794 | ILLUSION, scarlet red 27—shading of 24..... | 5.00 | 60.00 |
| 6782 | PURPLE HEART, royal purple..... | 5.00 | 60.00 |
| 6806 | ROSE PINK (Rose Supreme) (B.M., A.A.S.'37), clear rose pink 630 and 630/1 white center..... | 5.00 | 60.00 |
| 6800 | RUBY 27—shading of 24..... | 5.00 | 60.00 |
| 6802 | SILVERY LILAC (Lilac Lavender) 634/2..... | 5.00 | 60.00 |
| 6814 | YELLOW WONDER, deep creamy yellow..... | 6.80 | 80.00 |
| 6818 | FINEST MIXED..... | 4.25 | 50.00 |

STRAWFLOWER (See Helichrysum)

SUMMER CYPRESS (See Kochia)

SUNFLOWER (See Helianthus)

Symbols used:

a—annual
b—biennial
c—climber
f—cut flower variety, special for florists

gr—greenhouse plant
p—perennial
ra—rock plant annual
rp—rock plant perennial





Sweet Peas

EARLY or WINTER FLOWERING SPENCER of

| | Per lb. |
|---|---------|
| 6852 AMERICAN BEAUTY, rich crimson rose deep crimson shaded 24..... | 2.50 |
| 6854 AMETHYST, reddish purple 729/1 shaded 28..... | 2.50 |
| 6858 ANNIE LAURIE, pure rose, white base, vigorous 625..... | 2.50 |
| 6860 APOLLO, soft salmon cerise 20/1 flushed 621 (Zvolanek's Salmon is better)..... | 2.50 |
| 6862 AVIATOR, dazzling crimson 724/1..... | 2.50 |
| 6872 BALL'S ORANGE, rich orange 17/1..... | 2.50 |
| 6868 BALL ROSE IMPROVED, cerise pink, large flowered 623..... | 2.50 |
| 8350 BALL ROSE SUPREME, large wavy flowers; silvery rose pink..... | 2.50 |
| 6888 BOY BLUE (Zvolanek's), dark blue, large 35—darker shading..... | 2.50 |
| 6950 BRIDESMAID, silvery pink 24/2..... | 2.50 |
| 6882 BRIGHT LIGHT, flaming scarlet 719/1..... | 2.50 |
| 6884 BURPEE'S ORANGE, clear orange 17/1 shaded 618..... | 2.50 |
| 6886 BURPEE'S SALMON, rich salmon overlaid with a coppery sheen..... | 2.50 |
| 6890 BURPEE'S WHITE, pure white, white seeded..... | 2.50 |
| 6894 CANARY BIRD, rich cream, white seeded..... | 2.50 |
| 8376 CELESTIAL, cerise salmon rose..... | 2.50 |
| 8380 COQUETTE, coral pink shaded amber and salmon. Duplexed flowers..... | 2.50 |
| 6912 ELK PURPLE (Zvolanek's), long stems, large reddish purple 729/1..... | 2.50 |
| 6934 FLORIST ROSE, pure dark rose on white 24/1..... | 2.50 |
| 6928 FRAGRANCE, mammoth clear lavender, wavy flowers 633/2 and 633/1..... | 2.50 |
| 8388 GARDENIA, dense paper white. Duplexed flowers; pencil-like stems..... | 2.50 |
| 6940 GIANT ROSE, extremely large, rose pink, robust 627/2..... | 2.50 |
| 6946 GRENADIER, dazzling crimson scarlet 721 deep (Red Cross is better)..... | 2.50 |
| 6956 HARMONY, clear lavender 633/2 and 32/2..... | 2.50 |
| 8310 HELEN HAYES, soft coral cerise suffused orange; flowers large and frilled..... | 2.50 |
| 6962 HOPE, pure white, black seeded..... | 2.50 |
| 6976 JOSIE, brilliant rose pink, vigorous, large flowers, long stems 627/1..... | 2.50 |
| 6980 LADDIE IMPROVED, long stemmed giant rose pink, robust 627/2..... | 2.50 |
| 6994 MAJESTIC ROSE, brilliant rose pink, vigorous, long stems 625/1 and 625..... | 2.50 |
| 6992 MARINER, clear blue, fine 37/1..... | 2.50 |
| 7002 MARS, rich deep crimson 824 and 822/2..... | 2.50 |

EARLY OR WINTER FLOWERING SPENCER af—Continued

Per lb.

| | | |
|------|--|------|
| 7010 | MEMORY, clear rosy lavender, large wavy flowers 633/1..... | 2.50 |
| 7020 | MISS ALABAMA, deep chocolate maroon..... | 2.50 |
| 7004 | MRS. CALVIN COOLIDGE, rich salmon pink, 621..... | 2.50 |
| 7006 | MRS. HERBERT HOOVER, clear deep blue 35/1..... | 2.50 |
| 7012 | MRS. H. S. REDDICK, brilliant flesh pink suffused salmon, immense flowers, very long stems 623/2 flushed 625/2..... | 2.50 |
| 7016 | NAVY BLUE, extra large dark blue 35 with darker shading..... | 2.50 |
| 7024 | ORANGE KING, glowing intense orange 17 with crimson shading..... | 2.50 |
| 7026 | ORIENTAL, deep cream, black seeded, large flowers..... | 2.50 |
| 7028 | OTHELLO, deep maroon..... | 2.50 |
| 8320 | PEARL BUCK, rose standard tinged orange; wings deeper rose..... | 2.50 |
| 7044 | PRIDE, pure, deep, even cerise, long stemmed, robust 719/2 and 719/3..... | 2.50 |
| 7078 | PRINCESS BLUE, rich Belladonna blue, vigorous 40/3..... | 2.50 |
| 7054 | RED BIRD, bright crimson red..... | 2.50 |
| 7056 | RED CROSS, crimson scarlet, extra large 821/1 and 820/2..... | 2.50 |
| 8330 | RED GIANT, true crimson..... | 2.50 |
| 7062 | SHIRLEY TEMPLE, delightful soft rose pink, fluted, long stems 26/2..... | 2.50 |
| 8342 | SEQUOIA, golden cerise..... | 2.50 |
| 8346 | SKIPPY, light soft salmon pink..... | 2.50 |
| 7132 | SNOW QUEEN, pure white, black seeded..... | 2.50 |
| 7070 | SNOW STORM IMPROVED, fine white, white seeded..... | 2.50 |
| 8394 | STERLING, duplex salmon rose 625 and 625/1 on cream..... | 2.50 |
| 7076 | SUNRAY, cerise on cream ground, long stems 20/1..... | 2.50 |
| 7084 | SUPREME ORANGE (Zvolanek's), cerise wings, orange standards, robust, large flowers, long stems 18/1 standards—21/1 wings..... | 2.50 |
| 7104 | SUSANNA, rich carmine crimson 822/3..... | 2.50 |
| 8302 | TOPS, delicate rose pink..... | 2.50 |
| 8304 | TOP SERGEANT, husky blood-red crimson..... | 2.50 |
| 8398 | TREASURE ISLAND, sparkling golden orange 18 flushed 19/1..... | 2.50 |
| 7096 | TRIUMPH, deep lilac mauve 30..... | 2.50 |
| 8300 | TWILIGHT 633/2 and 633/1..... | 2.50 |
| 7098 | VALENCIA, bright orange, long stems 17..... | 2.50 |
| 7134 | VIVIAN (Zvolanek's), clearest carmine rose on white, long stemmed, vigorous 24..... | 2.50 |
| 7100 | VULCAN, the most vivid scarlet Sweet Pea, sunproof 719 deep..... | 2.50 |
| 7114 | WHITE CHAMPION, long stemmed, pure white, white seeded..... | 2.50 |
| 6856 | A. C. ZVOLANEK, rose pink, long stems 26/2 and 26/1..... | 2.50 |
| 7082 | ZVOLANEK'S SALMON, salmon cerise, large flowers, strong stems, robust 20/1 flushed 621..... | 2.50 |
| 7136 | EXTRA CHOICE MIXED, well balanced mixture of newest and brightest colors..... | 2.00 |
| 7138 | CHOICE MIXED..... | 1.50 |

EARLY FLOWERING SPENCER

COLOR CLASSIFICATION

The variety we consider best in each color class is indicated by an asterisk (*)

BLUE (Deep)

Blue Bird
*Mrs. Herbert Hoover
New Blue

BLUE (Light)

Eleanor Blue
*Princess Blue
Silver King

BLUE (Mid)

Blue Bonnet
Blue Danube
Marine
*Mariner
Blue Jay

BLUE (Navy)

*Boy Blue
Navy Blue

CERISE (Pure)

Glitters
*Sunray

CERISE (Deep)

*Pride
Sparkle

CERISE (Orange)

Flamingo
*Supreme Orange
Torch
Treasure Island

CERISE (Salmon)

Apollo
Spring Song
*Zvolanek's Salmon
Celestial
Helen Hayes

CREAM

Canary Bird
*Oriental

CRIMSON

American Beauty
Aviator
*Mars

EARLY FLOWERING SPENCER COLOR CLASSIFICATION—Continued

CRIMSON (Cont.)

Pal
Queen Crimson
Red Bird
Susanna
Red Giant
Top Sergeant

LAVENDER

Fragrance
Harmony
Lavender King
Memory
*Twilight
Rhapsody

MAROON

*Miss Alabama
Othello

MAUVE

Triumph

ORANGE

Burpee's Orange
*Eldorado

ORANGE (Deep)

Ball's Orange
Fortyniner
*Orange King
Valencia

PINK

Giant Rose
Laddie
*Shirley Temple
Zvolanek's Rose
Titania

PINK (Cerise)

*Ball's Rose
Prosperity

PINK (Cerise, Cream Ground)

*Ball Rose Improved
Imperial Pink

PINK (Flesh)

Bridesmaid
*Mrs. H. S. Reddick
Sequoia
Tops

PINK (Salmon)

*Mrs. Calvin Coolidge
Ball Salmon
Coquette
Skippy

PURPLE

Amethyst
*Elk Purple

ROSE (Carmine)

Chevalier
*Vivian
Pearl Buck

ROSE PINK

Annie Laurie
Florist Rose
Josie
*Laddie Improved
Majestic Rose
Mrs. H. R. Holscher

SALMON (Light)

*Burpee's Salmon
Mrs. Kerr

SCARLET (Deep)

Grenadier
Red Cross

SCARLET (Orange)

*Bright Light
Vulcan

WHITE (Black Seeded)

Hope
Snow Queen

WHITE (White Seeded)

*Burpee's White
Cascade
Snow Storm Improved
White Champion
Gardenia

SPRING FLOWERING SPENCER of

Remarkable new intermediate season type, exhibiting strong heat resistance in combination with vigorous growth, extremely long, stout stems, and a heavy crop of flowers over a long season of production. Adapted to both outdoor and greenhouse growing.

| | | Per lb. |
|------|---|---------|
| 8400 | BLUE (B.M., A.A.S.'40), clear marine blue..... | 2.00 |
| 8402 | CLEAR PINK | 2.00 |
| 8406 | DEEP MAROON | 2.00 |
| 8410 | LAVENDER (H.M., A.A.S.'40), clear lavender..... | 2.00 |
| 8412 | LIGHT BLUE | 2.00 |
| 8408 | LIGHT CARMINE | 2.00 |
| 8418 | LIGHT CREAM PINK..... | 2.00 |
| 8414 | LIGHT LAVENDER | 2.00 |
| 8416 | MAUVE | 2.00 |
| 8422 | NAVY BLUE | 2.00 |
| 8420 | ROSE PINK (S.M., A.A.S.'40), clear rose pink..... | 2.00 |
| 8424 | WHITE WHITE SEEDED..... | 2.00 |
| 8426 | WHITE BLACK SEEDED..... | 2.00 |
| 8430 | FINEST MIXED | 1.50 |



ELECTRO #1044H SWEET PEAS MIXED

LATE OR SUMMER FLOWERING SPENCER *af*

Per lb.

| | | |
|------|--|------|
| 7144 | AMBITION (G.M., 1930), rosy lavender 32/2..... | 1.25 |
| 7146 | AMETHYST, bright, clear blue, exceptionally large 39/2 on 37/1..... | 1.25 |
| 8174 | ARISTOCRAT, clear pink, 623/1 and 623..... | 1.25 |
| 7152 | ASCOT, pink 625/2..... | 1.25 |
| 7158 | AUSTIN FREDERICK IMPROVED, giant lavender 633/2 and 31/2..... | 1.25 |
| 8176 | AUTOCRAT, rose suffused orange 22 and 20/1..... | 1.25 |
| 7160 | AVALANCHE, glistening white, white seeded..... | 1.25 |
| 7170 | BEATALL (A.M., 1929), pale cerise 21/1 with shading of 21..... | 1.25 |
| 7174 | BLACK DIAMOND, dark maroon 1030/1..... | 1.25 |
| 7374 | BLUE MOON, clear mid blue 36/2 on 38/2..... | 1.25 |
| 7274 | BONNIE BRIAR, large rose pink 25/2 and 25/1..... | 1.25 |
| 7180 | BRILLIANT ROSE, tyrian rose 24 (Ruffled Rose is better)..... | 1.25 |
| 7186 | BURPEE'S BEST WHITE, white seeded..... | 1.25 |
| 7214 | CAPRI, clear silver blue, excellent 40/3..... | 1.25 |
| 8196 | CARLOTTA, dark rosy carmine 24/1 and 24..... | 1.25 |
| 8202 | CAVALCADE, carmine rose shaded gold..... | 1.25 |
| 7196 | CHARMING, rosy cerise 20/1 flushed 20..... | 1.25 |
| 7198 | CHIEFTAIN, pure satiny mauve 30/1..... | 1.25 |
| 7212 | CHINESE BLUE, solid rich mid blue 39/2 on 37/1 light..... | 1.25 |
| 8198 | COSTER BOY, pink flushed bright rose, on white..... | 1.25 |
| 8200 | CREAM GIGANTIC, largest cream..... | 1.25 |
| 7210 | CRIMSON KING, rich deep crimson..... | 1.25 |
| 7218 | DAMASK ROSE (A.M., 1930), deep rose with carmine sheen 23 shaded 721/3..... | 1.25 |
| 8214 | ECHO (new), glowing salmon pink on white ground, 621..... | 1.25 |
| 7240 | ECSTASY, blush pink 625/2 on white..... | 1.25 |
| 7272 | ELSTREE, bright pink on cream 621/1 shaded 623/1..... | 1.25 |
| 7276 | ETHEREAL (G.M., 1933), pale peach suffused rose 20/2 on 19/2 and 19/1..... | 1.25 |
| 7252 | EXCELSIOR (A.M., 1931), scarlet orange 17—wings shaded 621..... | 1.25 |
| 7378 | FLAGSHIP, deep navy blue 34 with darker shading..... | 1.25 |
| 7264 | FLORADALE (A.M., 1930), rich salmon pink on cream ground 621/1 shaded 621..... | 1.25 |
| 8220 | FLORADALE PURPLE, 729/1..... | 1.25 |
| 7486 | FLUFFY RUFFLES, light cream pink 625 on cream ground..... | 1.25 |
| 7268 | FORTUNE, rich navy blue 34 with darker shading..... | 1.25 |

LATE OR SUMMER FLOWERING SPENCER of Continued

Per lb.

| | | |
|------|--|------|
| 8230 | GEM, white, picotee edged pink..... | 1.25 |
| 7286 | GIGANTIC (G.M., 1932), white, black seeded..... | 1.25 |
| 7288 | GLENEAGLES, very large, silver blue 40/3..... | 1.25 |
| 7278 | GLORIA, cream, picotee edged rose..... | 1.25 |
| 7292 | GOLD CREST, orange tinted salmon 17/1 shading to 618..... | 1.25 |
| 7296 | GOLDEN WINGS, fine orange, large, vigorous 17/1 and 16/1..... | 1.25 |
| 8234 | GRACIE, deep cream, suffused light pink 618/3 and 618/2 on cream..... | 1.25 |
| 7306 | GRAND NATIONAL (A.M., 1933), rich cream, black seeded..... | 1.25 |
| 7346 | GRAND SLAM, cerise scarlet 719/2 suffused 19/1..... | 1.25 |
| 7302 | GUINEA GOLD, cerise orange 17/1..... | 1.25 |
| 7334 | HIGHLANDER (A.M., 1935), large flowered clear lavender, fine 633/2 and 633/1..... | 1.25 |
| 7358 | JUBILEE, scarlet cerise 719/2 suffused 19/1..... | 1.25 |
| 7360 | JUMBO (A.M., 1933), lively deep cerise 20-20/1..... | 1.25 |
| 7372 | KING WHITE IMPROVED, large, pure white, white seeded..... | 1.25 |
| 8246 | LEADER, salmon pink, cream ground 621 and 621/1..... | 1.25 |
| 7394 | MAGNET, bright cream pink 621 on cream..... | 1.25 |
| 7402 | MARY PICKFORD, dainty cream pink, suffused salmon..... | 1.25 |
| 7404 | MASTERCREAM, cream, black seeded..... | 1.25 |
| 7408 | MAYFAIR (A.M., 1931), pink on white 623/1 and 623 on white..... | 1.25 |
| 7422 | MELODY (G.M., 1935), golden salmon pink on cream 618/1 suffused 621/1..... | 1.25 |
| 7410 | MISS CALIFORNIA, salmon cream pink..... | 1.25 |
| 7412 | MRS. A. SEARLES, bright salmon cerise 20/1 on 19/1..... | 1.25 |
| 8260 | MRS. R. BOLTON (new) (P.C., R.H.S. and N.S.P.S.), deep almond pink, very large flowered, 21/1 | 1.25 |
| 8252 | MOLLIE, cerise with touch of orange 20/1..... | 1.25 |
| 8254 | MONTY (new), rich pink on white ground 623/2..... | 1.25 |
| 7428 | OLYMPIA, rich purple 729/1..... | 1.25 |
| 7432 | ORANGE FLARE, orange 18/1..... | 1.25 |
| 7454 | PATRICIA UNWIN, salmon pink suffused gold 621/1 suffused 618/1..... | 1.25 |
| 8268 | PEER, orange pink 621 and 20/1..... | 1.25 |
| 7456 | PINK FRILLS (G.M., 1934), rich salmon pink on cream 621/1 suffused 618/2..... | 1.25 |
| 7446 | PINKIE, large rose pink 625/1 and 625..... | 1.25 |
| 7450 | POWERSCOURT (A.M., 1921), large lavender 633/2 and 633/1..... | 1.25 |
| 7452 | PRINCE OF ORANGE, best deep orange 17 deep..... | 1.25 |
| 7460 | RED BOY, pure rich crimson, long stems, vigorous 824/1..... | 1.25 |
| 8282 | RED ROVER, fine dark crimson 824/1..... | 1.25 |
| 8266 | RED SUPREME, deep crimson..... | 1.25 |
| 7462 | REFLECTION, clear mid blue 39/2 on 37/1..... | 1.25 |
| 7474 | ROYAL PURPLE, rich purple 729/1..... | 1.25 |
| 7478 | RUBICUND (A. 1933), crimson scarlet, vigorous 822/1..... | 1.25 |
| 7482 | RUFFLED BEAUTY, lilac pink on amber 623/3..... | 1.25 |
| 7500 | RUFFLED BLUE, mid-blue, vigorous 36/2..... | 1.25 |
| 7182 | RUFFLED BONNIE RUFFLES, delicate salmon pink on cream 520/2..... | 1.25 |
| 7484 | RUFFLED CARMINE, bright carmine rose 23 shaded 721/2..... | 1.25 |
| 7508 | RUFFLED CRIMSON, rich velvety crimson 822/2..... | 1.25 |
| 7236 | RUFFLED CRINKLES, cerise pink suf coral 21/1..... | 1.25 |
| 7502 | RUFFLED EXQUISITE, salmon cerise 19/1 and 19/2 suffused 18/1..... | 1.25 |
| 7486 | RUFFLED FLUFFY RUFFLES, light cream pink 625 on cream..... | 1.25 |
| 7382 | RUFFLED LADY RUFFLES (G.M., 1931), soft pink on white 26/2 on white..... | 1.25 |
| 7504 | RUFFLED MAUVE, pure mauve 30/1..... | 1.25 |
| 7488 | RUFFLED ORCHID, rich lavender rose 24/2..... | 1.25 |
| 8280 | RUFFLED PINK, pink on cream 623/2..... | 1.25 |
| 7490 | RUFFLED PRIMROSE, deep cream, black seeded..... | 1.25 |

LATE OR SUMMER FLOWERING SPENCER *of Continued*

| | Per lb. |
|--|-------------|
| 7492 RUFFLED ROSE, rich rose 23..... | 1.25 |
| 8284 RUFFLED ROYAL RUFFLES, scarlet cerise 20..... | 1.25 |
| 8286 RUFFLED SPARKLE, glowing cerise 20/1..... | 1.25 |
| 7494 RUFFLED WHITE, pure white, white seeded, long stems..... | 1.25 |
| 7496 RUFFLED MIXED | 1.25 |
| 7514 SMILES, salmon shrimp pink 19/1 on 20/2 and 20/1..... | 1.25 |
| 7540 TANGERINE IMPROVED, rich orange 17/1 and 17/2..... | 1.25 |
| 8298 TELL TALE (new) (P.C., R.H.S. and N.S.P.S.), rich rose edge on clean white ground..... | 1.25 |
| 7542 THE ADMIRAL, (A.M., 1929), dark violet blue 34 with blackish shading..... | 1.25 |
| 7552 THRILLER, orange scarlet..... | 1.25 |
| 7574 WELCOME, dazzling scarlet 719..... | 1.25 |
| 7578 WHAT JOY, deep, rich cream, white seeded..... | 1.25 |
| 7590 YOUTH, white, edged rose pink..... | 1.25 |
| 7606 UNRIVALLED MIXTURE | |
| This mixture contains a fine selection of the largest and most attractive named varieties, including many of the newest novelties..... | |
| 7608 FIELD GROWN MIXTURE..... | 1.10 .90 |

LATE FLOWERING SPENCER

COLOR CLASSIFICATION

The variety we consider best in each color class is indicated by an asterisk (*)

BLUE (Light)

*Capri
Gleneagles

BLUE (Mid)

Amethyst
Blue Moon
Chinese Blue
Heavenly Blue
Mrs. Tom Jones
*Reflection
Ruffled Blue

BLUE (Navy)

Commander Godsall
*Flagship
Fortune

BLUE (Violet)

Jack Cornwell
*The Admiral

CERISE

Artiste
Charming
Fiery Cross
Good Cheer
Illuminator
*Jumbo
*Mollie
Ruffled Sparkle

CERISE (Light)

*Beatall
Linconian
Ruffled Crinkles

CERISE (Salmon)

His Majesty
*Mrs. A. Searles
Smiles

CERISE (Scarlet)

*Grand Slam
Life

CREAM (Black Seeded)

Cream Gigantic
Daffodil
Grand National
*Mastercream
Ruffled Primrose

CREAM (White Seeded)

Dobbies Cream
*What Joy

CRIMSON

Charity
Crimson King
*Red Rover
*Rubicund
Ruffled Crimson
Sybil Henshaw

CRIMSON (Deep)

Derby Day
*Red Boy

LAVENDER (Clear)

*Highlander
Powerscourt

LAVENDER (Rosy)

*Ambition
Austin Frederick Improved

MAROON

*Black Diamond
Leviathan
The Sultan
Warrior

MAUVE

*Chieftain
International
Ruffled Mauve

ORANGE (Light)

Golden Wings
*Tangerine Improved

ORANGE (Medium)

Guinea Gold
*Orange Flare

ORANGE (Deep)

*Prince of Orange

PICOTEE

*Gem (white ground)
*Gloria (cream ground)
Sunkist (cream ground)
Youth (white ground)

PINK (Apricot)

*Melody
Patricia Unwin
Personality
Silver Jubilee

STANDARDIZED ELECTRO PRICING GUIDE

HOW TO USE: Place guide over electro desired, so corner marked "X" coincides with upper left-hand corner of electro. One rectangle of guide will fit or slightly exceed area of electro. Letter in lower right-hand corner of rectangle indicates standardized size and thus price. Electros falling in between standard sizes are classed with next larger size.

| BLACK | | WIDTHS 1 1/8" to & including 1 7/8" 2 1/4" 2 3/4" 3 1/4" Larger | | | | | |
|---------|----------------|---|--------|-----|-----|-----|-------|
| LENGTHS | 1 1/2" & under | X | | | | | |
| | 2" | | Size A | B | C | D | E → |
| | 2 1/4" | | B | C | D | E | F → |
| | 2 3/4" | | C | D | E | E | F → |
| | 3 1/4" | | D | E | E | F | G → |
| Larger | Larger | | D | E | F | G | G → |
| | Larger | | E ↓ | F ↓ | G ↓ | G ↓ | H → ↓ |
| COLOR | | | | | | | |
| Size C | \$11.00 | | | | | | |
| Size D | 13.50 | | | | | | |
| Size E | 16.00 | | | | | | |
| Size F | 18.00 | | | | | | |
| Size G | 24.00 | | | | | | |

KEEP THIS WITH YOUR BODGER ELECTRO CATALOG

HOW TO USE: Place guide over electro desired, so corner marked "X" coincides with upper left-hand corner of electro. One rectangle of guide will fit or slightly exceeds area of electro. Letter in lower right-hand corner of rectangle indicates standardized size and thus price. Electrocs falling in between standard sizes are classed with next larger size.

KEEP THIS WITH YOUR BODGER ELECTRO CATALOG

LATE FLOWERING SPENCER COLOR CLASSIFICATION—Continued

PINK (Apricot, deep)

*Ethereal
Pink Frills
Ruffled Pink

PINK (Blush, deep)

*Aristocrat
Ascot
*Ecstasy
Lady Ruffles
Lullaby

PINK (Cream)

Chloe
*Elstree
Mary Pickford
Picture

PINK (Cream, light)

Affection
Cissie
*Fluffy Ruffles
Ruffled Beauty
Sheba

PINK (Cream, deep)

Enchantress
*Floradale
*Gracie
Idyl
Magnet
Miss California
Nobility
Spicy
Station Master

PINK (Orange)

George Shawyer
Gold Finch
*Peer

PINK (Cerise)

Dandy
*Mayfair
Peggy Ann
Stylist

PINK (Salmon, rich)

*Leader
Mavis
Ruffled Exquisite
Simplicity

PURPLE

*Olympia
Royal Purple
Ruffled Purple

ROSE

Brilliant Rose
Corona
*Ruffled Rose

ROSE PINK

Bonnie Briar
Hercules
*Pinkie
Rosie

ROSE CARMINE

*Carlotta
Damask Rose
Ruffled Carmine

SALMON (Orange)

*Gold Crest

SCARLET

All Bright
Campfire
Defiance
Huntsman
*Welcome

SCARLET (Cerise)

Flamingo
Grenadier
Headlight
Hollyberry
*Jubilee
Ruffled Royal Ruffles

SCARLET (Orange)

*Excelsior
Thriller

WHITE (Black Seeded)

Bridal Veil
Giant White
*Gigantic
Model
Sextet Queen

WHITE (White Seeded)

Avalanche
*Burpee's Best White
King White Improved
Ruffled White
Snowdon

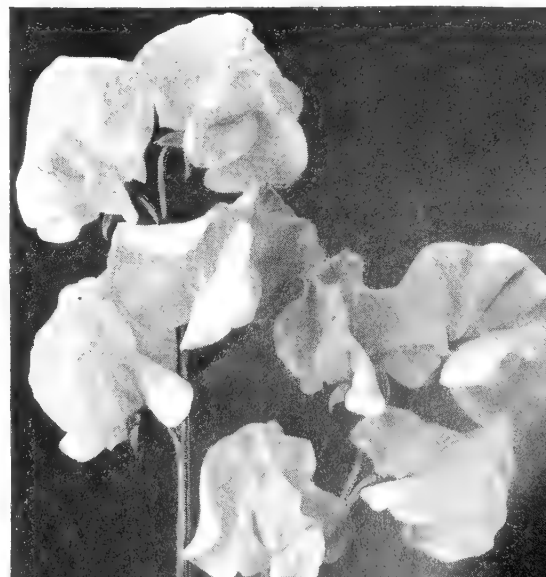
SWEET PEAS CUPID ra

| | | |
|------|-------------------------------|------|
| 7628 | SPENCER FINEST MIXED..... | 2.50 |
| 7630 | GRANDIFLORA CHOICE MIXED..... | 1.25 |

ELECTRO #436F SWEET PEA LATE SPENCER

R. H. S. HORTICULTURAL COLOR CHART: In this and other sections of this list we have added to the regular descriptions of a variety some numbers in italics. These refer to color blocks in the Color Chart which many of our customers have secured either from us (as U.S. distributors) or the Royal Horticultural Society direct. To see the precise color of a flower so described, turn to the page indicated and mask the proper block with the black mat provided. For example, Larkspur Gt. Imp. Los Angeles Improved is described as 623/1. Turn to page 623 and mask the block 623/1, which is the first tint of the full hue 623. We are gradually completing color registrations of all listed varieties in which exact color descriptions are vital. By means of this Chart, the most complete ever compiled, exact color descriptions may be sent by letter or wire, without recourse to paints, ambiguous names or other makeshifts. Applicable to other trades and uses also, in which color standardization is desirable.

Obtainable from us, in full sets (2 volumes) only.....\$12.00/set





ELECTRO #1045E SWEET WILLIAM ANNUAL
FINEST MIXED

| SWEET WILLIAM (Dianthus Barbatus) b | | Per oz. | Per lb. |
|-------------------------------------|----------------------------|---------|---------|
| 7694 | SINGLE FINEST MIXED..... | .45 | 5.00 |
| 7696 | DOUBLE FINEST MIXED..... | .65 | 7.00 |
| 7698 | ANNUAL FINEST MIXED a..... | .45 | 5.00 |

TAGETES (See Marigold)

| THUNBERGIA ac | | | |
|---------------|--|-----|------|
| 7712 | ALATA (Black Eyed Susan) FINEST MIXED..... | .55 | 6.00 |

| TRITOMA (Kniphofia) (Red Hot Poker, Torch Lily) p | | | |
|---|---|-----|-------|
| 7728 | PFITZER'S HYBRIDS, very large, brilliant red..... | .90 | 10.00 |

| VERBENA HYBRIDA GRANDIFLORA (Gigantea) a | | | |
|--|---|------|-------|
| 7850 | BEAUTY OF OXFORD HYBRIDS (S.M., A.A.S.'33), shades from rose pink to rose red..... | 1.40 | 16.00 |
| 7868 | LAVENDER GLORY (S.M., A.A.S.'33), lavender, cream eye | 1.40 | 16.00 |
| 7886 | WHITE, pure white..... | 1.40 | 16.00 |
| 7898 | FINEST MIXED, well balanced mixture giant flowers.. | 1.05 | 12.00 |

| VERBENA MAMMOTH a | | | |
|-------------------|---|-----|------|
| 7810 | BLUE SHADES | .70 | 8.00 |
| 7812 | DEFIANCE, scarlet, small white eye..... | .70 | 8.00 |
| 7828 | PINK AND ROSE SHADES..... | .70 | 8.00 |
| 7834 | WHITE | .70 | 8.00 |
| 7846 | CHOICE MIXED | .65 | 7.00 |

WALLFLOWER EARLY FORCING ANNUAL a

| | | | |
|------|---|-----|-------|
| 8020 | SINGLE BLOOD RED..... | .30 | 3.00 |
| 8022 | SINGLE CREAM WHITE..... | .30 | 3.00 |
| 8024 | SINGLE GOLDEN GEM, yellow..... | .30 | 3.00 |
| 8026 | SINGLE PARIS MARKET, brown..... | .30 | 3.00 |
| 8036 | SINGLE FINEST MIXED..... | .25 | 2.50 |
| 8038 | DOUBLE EARLY WONDER, af extra choice mixed, blooms within 90 days..... | .90 | 10.00 |

XERANTHEMUM DOUBLE (Everlasting) a

| | | | |
|------|-------------|-----|------|
| 8068 | MIXED | .25 | 2.50 |
|------|-------------|-----|------|

ZINNIAS (See Pages 10 and 11)

MIXTURES

| | | | |
|------|---|-----|------|
| 8090 | CUT FLOWER MIXTURE..... | .20 | 2.00 |
| 8092 | SPECIAL MIXTURE ANNUAL CLIMBING VINES..... | .20 | 2.00 |
| 8094 | FLOWER GARDEN MIXTURE..... | .20 | 2.00 |
| 8096 | CALIFORNIA NATIVE FLOWERS, Special Mixture..... | .35 | 3.50 |
| 6110 | ROCK GARDEN ANNUALS FINEST MIXED..... | .30 | 3.00 |



ELECTRO #441E VERBENA HYBRIDA GRANDIFLORA

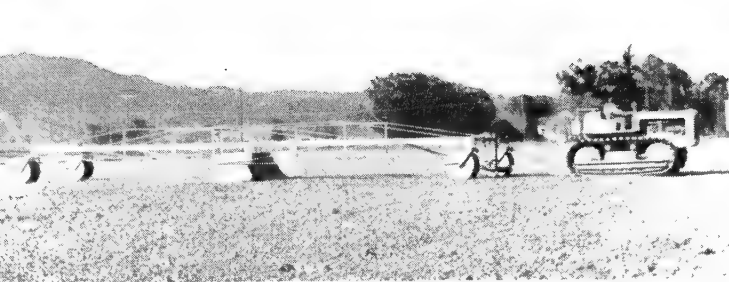
ELECTRO #1046G XERANTHEMUM DOUBLE MIXED



AVERAGE PLANTING, FLOWERING, HARVESTING AND SHIPPING DATES ON PRINCIPAL CROPS

| VARIETY | PLANTED | IN FLOWER | HARVESTED | READY FOR SHIPMENT |
|-----------------------------|-----------|------------|------------|--------------------|
| Aster..... | March | Aug.-Sept. | Oct.-Nov. | Nov.-Dec. |
| Zinnia..... | April | July | October | December |
| Ageratum..... | Feb.-Mar. | June-July | Aug.-Sept. | October |
| Alyssum..... | Dec.-Feb. | Apr.-July | July-Aug. | Aug.-Sept. |
| Antirrhinum..... | Nov.-Feb. | June-July | August | September |
| Aquilegia..... | August | April | May-July | Aug.-Sept. |
| Balsam..... | May | July | August | September |
| Calendula..... | Nov.-Feb. | Apr.-June | July-Aug. | August |
| Carnation..... | Nov.-Feb. | May-July | Aug.-Oct. | Oct.-Nov. |
| Celosia..... | March | July | August | September |
| Centaurea..... | Nov.-Feb. | May-July | August | September |
| Chrysanthemum (Annual)..... | Feb.-Mar. | May-June | August | September |
| Clarkia..... | Feb.-Mar. | June | July | August |
| Cosmos..... | Apr.-May | June-Aug. | Aug.-Sept. | Sept.-Oct. |
| Delphinium..... | Nov. Feb. | May-July | July-Aug. | July-Sept. |
| Dianthus..... | Jan.-Feb. | June-July | August | September |
| Eschscholtzia..... | Jan.-Feb. | Apr.-May | July | August |
| Gaillardia..... | Feb.-Mar. | July | October | Sept.-Nov. |
| Godetia..... | Feb.-Mar. | July | August | September |
| Helichrysum..... | Feb.-Mar. | June-July | August | September |
| Hollyhock..... | November | July | September | October |
| Ipomea..... | Apr.-May | July-Aug. | October | November |
| Larkspur..... | Nov.-Feb. | May-June | August | September |
| Lupin..... | January | June-July | September | October |
| Marigold (French)..... | April | June-July | September | October |
| Marigold (African)..... | Mar.-Apr. | August | Oct.-Nov. | Nov.-Dec. |
| Mignonette..... | Feb.-Mar. | June-July | August | September |
| Nasturtium..... | Apr.-May | July | Sept.-Oct. | Oct.-Nov. |
| Nierembergia..... | February | June-Aug. | October | Oct.-Nov. |
| Petunia..... | Feb.-Mar. | May-July | September | October |
| Poppy (Nudicaule)..... | Dec.-Feb. | May-June | July-Aug. | Aug.-Sept. |
| Poppy (Annual)..... | Nov.-Feb. | May-June | July | August |
| Salpiglossis..... | Feb.-Mar. | July | August | September |
| Scabiosa..... | November | June-July | September | Oct.-Nov. |
| Schizanthus..... | Jan.-Mar. | May-June | July | August |
| Statice..... | January | May-June | September | October |
| Stock..... | Jan.-Feb. | May-June | Oct.-Dec. | Nov.-Dec. |
| Sweet Pea..... | November | Apr.-June | July-Aug. | September |
| Verbena..... | Jan.-Feb. | July | September | October |

IT MUST BE REMEMBERED THAT THESE DATES ARE APPROXIMATE, AND FOR A NORMAL YEAR.
ADVERSE WEATHER AND OTHER CONDITIONS WE CANNOT CONTROL MAY DELAY
DELIVERY AT CERTAIN TIMES.



Talk about farming

PRECISION ACCURATE AS A CARPENTER'S PLANE, THE LANDPLANE BRINGS THE SURFACE OF THE LAND LEVEL FOR PERFECT IRRIGATION.



AFTER THE SCRAPER HAS DONE THE HEAVY WORK.

PLOWMAN MAKES A DIE-STRAIGHT FURROW WITH GANG PLOW AND BIG DIESEL TRACTOR.



PLANTING IS A PRECISE SCIENCE. HERE, ZINNIA SEED IS PUT IN, USING THE LATEST OF MANY IMPROVEMENTS IN MULTIPLE-ROW PLANTERS.



Much has been said and written about the Mechanical Revolution in agriculture that took place during the War Years. With labor exceedingly hard to find, farmers all over the United States were challenged to replace men with machines—to invent or adapt machinery that would do many farm jobs that had always been assigned to hand labor. The food production figures for the War Years show how successfully American farmers met that challenge. What many observers outside of the Middle West did not realize, however, was that mechanization of farm operations in certain industries was proven long before the War. In the flower seed industry, for example, Bodger Seeds Ltd. had long been adapting standard machines to specialized uses, and thus had a backlog of experience on which to draw when developing radically new machines to do jobs previously practical only with hand labor.

Preparation of the land is work admirably suited to the capabilities of machines of various kinds. Mechanization here dates to before World War I, at which time Bodger Seeds was already standardized on big Diesel tractors such as is shown pulling the gang plow in the picture above. Improvements in the design and flexibility of the smaller gasoline-powered tractor brought it into more and more preparation jobs so that at Bodger Seeds, plows, discs, scrapers, rollers, planters, cultivators, sprayers and so forth have long been machine-operated. Many of these machines had been built or rebuilt in Bodger shops, to suit the unique requirements of flower seed farming.

When war came, Bodger Seeds put its experience and imagination to work developing new machines to meet new needs, which had extended to cover the production of vegetable seeds for war use. Harvesting was the big problem, because of the number of seed varieties grown, with their thousands of shapes, weights, seasons and methods of handling, and it was in harvesting that the most remarkable new designs were engineered just after war was declared:

The "Galloping Goose" is the affectionate name for a basic new farm tool designed and built in its entirety in the Bodger shops. Essentially, it is a self-propelled cutter of unique design, built to cut and place on sheets a wide variety of crops, replacing old-fashioned hand sickle methods. It will also windrow crops on the ground if desired, and work at twice the speed of the usual crew of men. The secret of the Goose is in its "lumber carrier" construction: The power units and controls are mounted high in the air, allowing a clear working space below; because it is no wider than its sickle bar, it can "open up" a field without the usual hand-cut opening swath. The advantages are obvious: It does a better job of cutting, saving more seed, faster than hand labor. After the pilot model was proven, several more Geese were built, each one using improvements dictated by an ever-increasing experience.

The Triangular Windrower is another machine of the same general type, but differing from the Galloping Goose in that it was designed and intended solely as a windrower, and does this specialized job with great efficiency. It carries a swiveled rear-wheel assembly so that it can work in tight spots, and because the engine is in the rear the operator has an unobstructed view of the work ahead. It also is self-propelled so that it need not require a tractor in the rush season, and is again no wider than its sickle bars, so that no hand-cut opening swath need be made.



PLANTING BEDS ARE FORMED AND IRRIGATION DITCHES MADE.

The Self-propelled Harvester illustrates what is probably the most sensational advance made in farm machinery during the last six years. Introduced by a national manufacturer of farm machinery, it is the culmination of the slow evolution from the stationary type powered from a separate tractor, and through the self-powered, tractor-drawn units. Like a shortstop fielding a grounder on the baseball diamond, this machine picks up, threshes, and bags flower seed *on the run*, without halting its forward progress. Bodger production men bought one of these machines—originally grain harvesters—and redesigned it, the first such adaption to be made anywhere in the industry. In a test, it exceeded the output of a stationary machine by *more than five to one*. Speed such as this is vital at harvest time, when thousands of acres are involved and the rainy season only a few weeks away. Bodger now has many such self-propelled harvesters—their speed an assurance against delay and heavy loss due to rain, with the resultant shortage of seed to the trade.

The Landplane shines *after* harvest, when the land is being prepared for next year's planting. The reasons for its development are peculiar to Far Western farming: In this region rain is not always enough, nor regular enough, to make maximum yields. Irrigation is the secret of the West's productivity, and scientific irrigation requires perfectly flat land. The Landplane is just what its name implies: It is a giant plane that brings the surface of the land flat as a billiard table, with just the right "drop" for irrigation at a slow, controllable rate—the rate that makes big crops. All Bodger flower seed acreage is under irrigation, and it is the Landplane which does that all-important job of precision leveling unable to obtain in any other way. It is another Bodger "first" among flower seed growers.

Mechanization was, of course, indispensable for *production* during the war, when cost was of secondary importance. With the return of peace cost again became important, but in the meantime all costs of production had jumped sky-high.

(Continued below)

SELF-PROPELLED HARVESTER IS THOROUGHLY CLEANED WITH COMPRESSED AIR BEFORE SHIFTING TO A DIFFERENT COLOR OF SAME TYPE CROP. CONSCIENTIOUS CARE LIKE THIS PREVENTS MECHANICAL MIXING.



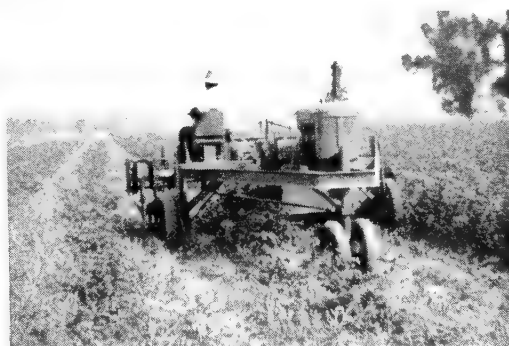
UNIQUE TRACTOR LIFT SOLVES PROBLEM OF HOW TO SHIFT HEAVY CANVASSES USED WITH GALLOPING GOOSE.



ONE OF THE BIG SELF-PROPELLED HARVESTERS AT WORK. BIG MACHINE PICKS UP, THRESHES AND BAGS SEED FROM FIELD ON THE RUN.



TRIANGULAR WINDROWER MOVES FAST; CUTTING FOR THRESHER.



GALLOPING GOOSE IS BASIC NEW FARM TOOL DESIGNED AND BUILT BY BODGER PRODUCTION MEN, GIVEN NATION-WIDE PUBLICITY IN A NATIONAL MAGAZINE RECENTLY. IT CUTS ONTO CANVASSES; POWER UNITS AND CONTROLS MOUNTED HIGH TO GIVE CLEAR WORKING SPACE BELOW.

Labor costs alone are now so high that a return to pre-war methods would mean a tremendous increase in flower seed prices. The "hold the line" price policy in effect since war's end underlines the decision of seed growers to continue with the equipment developed during the war: These techniques, developed to increase production for war, now keep prices from skyrocketing during the reconversion period. Bodger production men, with resourcefulness and foresight, are continuing the development of new methods, new machines, which improve the quality and dependability of the crop and keep production costs within bounds. Mass production has arrived in agriculture, and mechanization is here to stay.



Western Hospitality IS A

Flower growing is a fascinating business, and the great acres of the Western flower seed growers are an irresistible lure to many hundreds of people each June and July, when the crops are at the peak of their bloom, and whole valleys are carpets of color. Both the Lompoc and El Monte offices of Bodger Seeds Ltd. see an almost endless stream of visitors during the late spring and early summer. Many are seedsmen, come to look over the crops with a professional eye, but others are enthusiasts connected with horticulture in various different ways. Work is never too pressing to spare a moment to take visitors through the trial grounds, or around the modern plant at the home office in El Monte. You are welcome, any time and any season. The best time to see Lompoc is in May and June, El Monte in July and August. Chances are you will meet several of the men whose pictures are on these pages; they will do their best to make your visit both pleasant and informative.



J. C. BODGER, PRESIDENT

J.C., third son of the founder, has led the company through the years of early pioneering of Flower Seed production in California. He is at the present very active in streamlining the organization to meet post-war conditions.



HOWARD BODGER, SALES

Son of J. C. Bodger, Howard is the newest Bodger in the firm. He is the junior member in the Sales Department, and also does publicity and publication work.



WM. F. HORRELL, SALES MGR.

Another old-timer in the seed trade, everyone knows Bill Horrell. What the Production Department produces, he sells.



J. E. UNDERHILL (Lompoc)

Another of Scotty's men, Ted does hybridization and selection, and works on new introductions.



DONALD DODDS (Lompoc)

Working under Scotty Sinclair, Don Dodds does selection work and watches the trueness of the stock.

TRADITION AT BODGER SEEDS



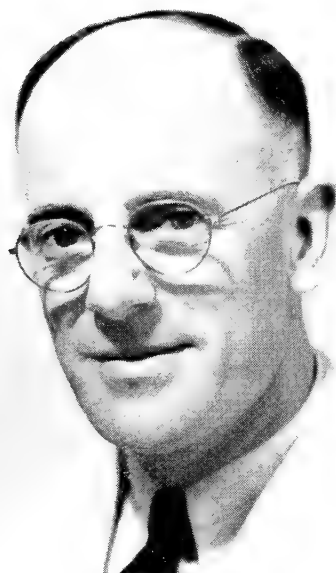
TOM M. BODGER, VICE PRESIDENT

Another son of the founder, Tom Bodger is Production Manager, and responsible for all farming operations, both in El Monte and Lompoc. Production is the cornerstone of any seed business, and his is a key position.



JOHN F. BODGER, VICE PRESIDENT

Son of the late Walter Bodger, whom many in the trade knew well, John F. is invaluable in production as well as financial matters. The remarkable new machines on the previous pages are his brain-children.



IAN SINCLAIR, HYBRIDIST (Lompoc)

Hardly a seedsman who has visited California in the past two decades doesn't know Scotty Sinclair. As Senior Hybridist, he is the man who develops the new novelties that have brought Bodger Seeds so many Gold Medals.



C. M. BODGER, ASST. MGR. (Lompoc)

In charge of production at the Lompoc Branch, Chuck Bodger has a thousand seed varieties to look after. His office rides around with him in his car.



JAMES ALEXANDER, SUPT. (Lompoc)

Responsible for farming operations on all Lompoc ranches, Jim Alexander was born on a farm and carries a lifetime of experience with him in his work.

Service Department

The Bodger Service Department was established fifteen years ago on a non-profit basis to assist our friends and customers in preparing their catalog and advertising. The scope of the department now includes almost all of the graphic arts, the most important of which is photography. Our Photographic Department has recently moved into enlarged quarters and acquired new equipment, so that it is in a position to be of more service than ever before.

PHOTOGRAPHS: We are equipped to supply, at cost price to us, professional-quality glossy prints of (1) all the varieties of which we offer seed, (2) most of the varieties we have listed in recent years, and (3) certain horticultural subjects we do not normally grow; usually in several poses of each subject. These are unexcelled for display, advertising and catalog use. The most popular of these photographs have been made into electros, and our Electro Catalog provides somewhat of a guide to what is available. When in doubt, write us of your requirements and a selection of photographs showing what we can supply will be sent by return mail.

COLOR PHOTOGRAPHS: Through long experience in color work, we have found that hand-colored transparencies are the most satisfactory to discriminating users, and cost no more than existing color processes. Transparencies are regular prints on Translite film, hand colored to precision accuracy. Since they are made from our regular negatives, we can offer transparencies of any subject of which we offer black-and-white photographs. They should be displayed with a light (daylight type) behind the picture to bring out the almost life-like brilliance and beauty. Transparencies are **MADE UP TO ORDER ONLY**, and are chosen from a selection of photographs or the Electro Catalog. Allow, under normal conditions, about ten days for completion of your order.

Color process films (Kodachrome, Ansco Color, etc.) are not generally as satisfactory for horticultural use as are transparencies. We do, however, make limited use of these films and a reasonable assortment of originals in various sizes is available for publicity use.

PRICES: Expanded facilities now enable us to offer our photographs and transparencies in several sizes. 8" x 10" size is contact; all others are enlargements:

| SIZE | PHOTOGRAPH | TRANSPARENCY |
|-------------------|-------------|-----------------------------|
| 5" x 7"..... | | \$ 3.50 (limited selection) |
| 8" x 10"..... | \$1.00 | 5.00 |
| 11" x 14"..... | 1.75 | 8.50 |
| 16" x 20"..... | 3.25 | 16.00 |
| Larger sizes..... | .01/sq. in. | .05/sq. in. |

ELECTROS: We have available electros for use in printed matter of a great number of the photographs offered above, as well as color nickeltypes of the most popular varieties. Black-and-white: 120 screen; color: 133 screen. (See page 52 for color cuts.) Electros are chosen from our Electro Catalog, from this or past Bodger seed catalogs, or from a selection of photographs, and are **MADE UP TO ORDER ONLY**. Allow, under normal conditions, about ten days for completion of your order.





#557G MARIGOLD DWARF DOUBLE HARMONY HYBRIDS

All Electros are sent out unmounted, unless mounting is specifically requested. There is an additional charge of 20% for mounting. When ordering, please specify preference.

STANDARDIZED ELECTRO PRICING GUIDE: Except in rare instances, electros are made in standard column widths such as $2\frac{1}{2}$ ", $2\frac{3}{4}$ ", $3\frac{1}{4}$ ", etc., with lengths to fit the subject. It is therefore practical to group them by sizes, although a few will be outside. A Standardized Electro Pricing Guide, printed on celluloid, is included with this list and its graph (half-size) is reprinted below to explain the "price by size" system.

HOW TO USE: Place guide over electro desired so that corner marked "X" coincides with upper left-hand corner of electro. One rectangle of the guide will fit or slightly exceed the area of the electro. The letter in the lower right-hand corner of this rectangle will indicate the standardized size of this electro. Electros falling in between standardized sizes are classed with the next largest size. Dimensions of the electro can be read directly from the guide. For example: Electro No. 483, Marigold Dwarf Harmony Hybrids, is $2\frac{3}{4}$ " wide and $3\frac{1}{4}$ " long, and is thus Size F on the Pricing Guide. Electros printed in this catalog have the size letter added to the number, so that No. 483F (for example) indicates both the electro and its size.

PRICES: All electros, color as well as black-and-white, are priced according to size. There is a special rate on the popular small Size A of \$.95 each, providing that 3 or more are ordered at the same time. They may be of three different subjects, if desired. One or two Size A electros take the regular \$1.50 price.

| Size | Black-and-White | Full Color |
|---------|-----------------------------|------------|
| A | \$1.50 (3 or more, .95 ea.) | |
| B | 1.75 | |
| C | 2.00 | \$11.00 |
| D | 2.25 | 13.50 |
| E | 2.50 | 16.00 |
| F | 2.75 | 18.00 |
| G | 3.00 | 24.00 |
| H | 3.25 | |

These prices go into effect immediately, superseding those effective up to date and those printed in our 1941 Electro Catalog. The 1941 Electro Catalog is still current so far as available selection is concerned, and it may be obtained free of charge simply by writing to Bodger Seeds Ltd.

R. H. S. HORTICULTURAL COLOR CHART: In various sections of this list we have added to the regular descriptions of a variety some numbers in italics. These refer to color blocks in the Color Chart which many of our customers have secured either from us (as U.S. distributors) or the Royal Horticultural Society direct. To see the precise color of a flower so described, turn to the page indicated and mask the proper block with the black mat provided. For example, Larkspur Gt. Imp. Los Angeles Improved is described as 623/1. Turn to page 623 and mask the block 623/1, which is the first tint of the full hue 623. We are gradually completing color registrations of all listed varieties in which exact color descriptions are vital. By means of this Chart, the most complete ever compiled, exact color descriptions may be sent by letter or wire, without recourse to paints, ambiguous names or other makeshifts. Applicable to other trades and uses, also, in which color standardization is desirable. Obtainable from us, in full sets (2 volumes) only—\$12.00/set.

| LENGTHS | WIDTHS | | | | |
|---------------------------|------------------------------------|------------------|------------------|------------------|--------|
| | Up to & including $1\frac{1}{8}$ " | $2\frac{1}{4}$ " | $2\frac{3}{4}$ " | $3\frac{1}{4}$ " | Larger |
| 1 $\frac{1}{8}$ " & under | X | | | | |
| 1 $\frac{1}{4}$ " | Size A | B | C | D | E → |
| 1 $\frac{3}{4}$ " | | B | C | D | E → |
| 2" | | C | D | E | F → |
| 2 $\frac{1}{4}$ " | | | D | E | F → |
| 2 $\frac{3}{4}$ " | | | E | F | G → |
| 3" | | | F | G | H → |
| 3 $\frac{1}{4}$ " | | | G | H | |
| Larger | | | H | | |

TERMS AND GENERAL CONDITIONS OF DELIVERY

All seeds are quoted F.O.B. El Monte, California, terms 60 days net, less 2% cash 30 days. All invoices payable in U. S. dollars in or by New York or Los Angeles Exchange. All overdue accounts subject to sight draft without further notice.

Bags and containers will be charged at cost and are not returnable. There will be no charge made for bags smaller than the one pound size (5x7 $\frac{1}{2}$ inches).

Prices quoted in this list go into effect immediately, superseding all previous quotations. All orders of 4 ounces or over will be charged at the pound rate; all orders under 4 ounces will be charged at the ounce rate.

We reserve the right to change any or all prices in this list without notice.

In case of crop shortages, orders will be filled pro rata only.

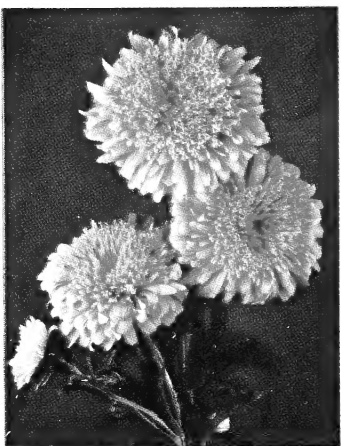
Crop failure or any cause beyond our control releases us entirely from delivery.

"We give no warranty, express or implied, as to the productiveness of any seeds or bulbs we sell and we will not be in any way responsible for the crop. Our liability, in all instances, is limited to the purchase price of the seed."

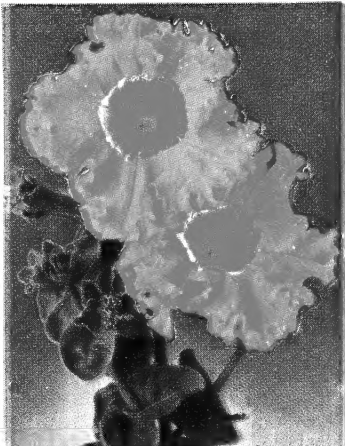
Should fulfillment of any order or contract be prevented or delayed by the act of God, war, blockade, revolution, prohibition of exports or imports, riots, strikes, lockouts, fire, loss and/or detention at sea or any other contingency beyond our control, we shall not be responsible for any loss and/or damage thereby.

#560G PETUNIA GTS. OF CALIFORNIA BODGER'S SUPREME FLORIST STRAIN





#575C ASTER W. R. PRINCESS
BONNIE



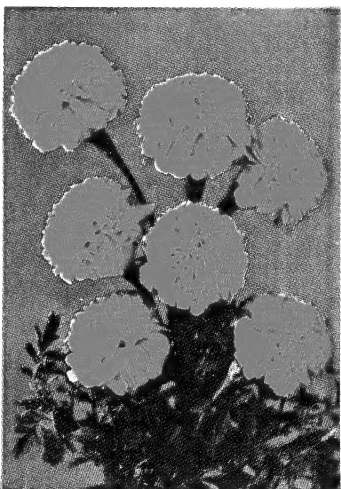
#569C PETUNIA FRINGED
THEODOSIA



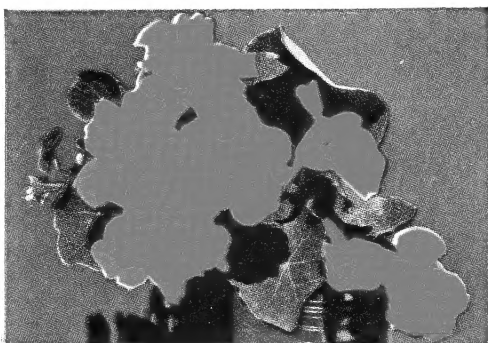
#567C MARIGOLD DWF. GIG.
POT O'GOLD



#592D ZINNIA
MISS WILLMOTT



#3000D MARIGOLD EX. DWF.
DBL. BUTTERBALL

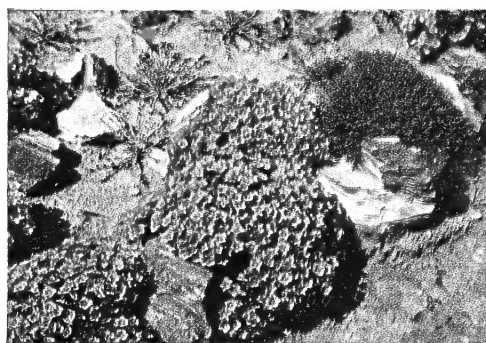


#3003D NASTURTIUM
SEMI-DBL. GOLDEN GLEAM



#3006D POPPY NUDICAULE
GARTFORD GIANT ART
SHADES

#587D NIEREMBERGIA DWARF
PURPLE ROBE →
#3004D PETUNIA GTS. OF CALIF.
GLAMOUR

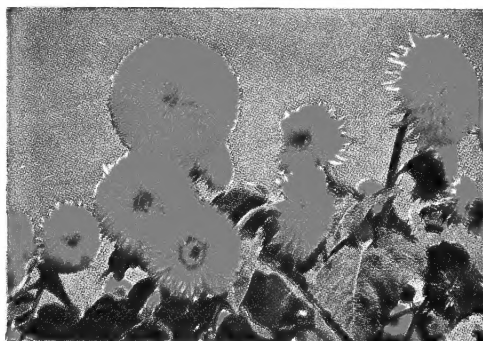


#596D COSMOS KLONDYKE
ORANGE RUFFLES



#595D CALENDULA DOUBLE
CHRYSANTHA

#583D HELIANTHUS
ANNUUS SUNGOLD →



#3008D SCABIOSA LARGE FLOWERS
TALL DOUBLE FINEST MIXED



#598D DAHLIA UNWIN'S
BEDDING MIXED



#566C LARKSPUR GT. IMP.
PINK KING

